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Survey of State Travel Offices 1985-1986

U.S. Travel Data Center

SURVEY OF STATE TRAVEL OFFICES

1985-1986

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The U.S. Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D.C. 20036.

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PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of these state travel offices have proved to be of interest to travel-related businesses, students of government, travel researchers and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information on programs and operations allows directors to compare their office with others, learn of new, innovative programs and develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. This is the twelfth annual report in this series.

This report is based upon questionnaires sent to the 49 official travel offices and the comparable agencies in Hawaii, the District of Columbia, American Samoa, Guam, the Northern Marianas Islands, Puerto Rico, and the U.S. Virgin Islands. These responses provide a detailed picture of the state travel office operations planned for fiscal year 1985-86. The report is designed to be comparable with earlier surveys, although not all questions are repeated every year.

Attempts have been made to clarify vague or unclear responses and to elicit replies from each of the offices. The results published herein should be viewed in this light. Questions about individual replies should be directed to the state travel office involved. However, reactions to the format of this report and to the subject matter covered should be transmitted to the U.S. Travel Data Center.

We wish to express our sincere appreciation to all state personnel who took the time to fill out a somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications within the travel industry, and between the industry and the public. And a special thanks goes to Susan Gillerman, who prepared the tables in this report.

U.S. Travel Data Center
Washington, D.C.
November 1985

SUMMARY AND ANALYSIS

In June 1985, the U.S. Travel Data Center sent questionnaires to the state government travel offices in 49 states, the Washington Area Convention and Visitors Association and comparable offices in Hawaii, and five U.S. territories.

The questionnaire covered an extensive range of state travel office operations intended to meet the informational needs of the state travel directors, as well as interested private industry components. As in earlier Data Center state travel office surveys, some new questions were added, while others were dropped.

Questionnaires were returned by all state travel offices, with the exception of Puerto Rico. A breakdown of the fiscal year 1985-86 budget was not provided by the Michigan Office of Tourism, but the general budget information was included. Budget information for the Distict of Columbia was not available because appropriations are awarded by projects rather than by departments. Budget information from the Marianas Visitors Bureau was not available for fiscal year 1985-86.

The term "state" was used in past surveys to denote all of travel offices responding to the survey, inclusive of the U.S. territories. In this report, as in last year's, "state" will refer only to the 50 U.S. states, and reference to the territories is separate.

An attempt has been made to obtain complete answers for all items and to make this report as comprehensive as possible. In some cases, blanks occur where answers are not available from the respondents. In others, estimates are provided in lieu of actual figures by states uncertain of how funds will be allocated among programs. In most cases, however, complete answers are given, providing a detailed summary of the diversified operations of the state and territorial travel offices.

The amounts of state resources allocated to travel advertising, were ranked for 1985-86. These rankings appear in parentheses under figures given for advertising media purchase beginning on page 44, and reflect the sum of the two columns: "Advertising: Production" and "Advertising: Media Purchase".

GENERAL ADMINISTRATION

Fifty states, the District of Columbia, and four U.S. territories currently have an official government agency responsible for travel development and promotion. In Hawaii and the District of Columbia, responsibility for travel development rests with a privately run, non-profit organizations: the Hawaii Visitors Bureau and the Washington, D.C. Convention and Visitors Association. The services performed and programs administered by these organizations, however, are similar to those of the official state travel offices, and thus they are included in the survey.

In 10 of the states, the head of the state travel office, or "state travel director," is under the state equivalent of the civil service system. Since last year, nine new directors have been appointed. There are two acting directors and no vacant positions.

Overall, state travel directors have held their positions for an average of 3.9 years (50)1, and many had also served in the travel office prior to being appointed director, producing an average length of service in the state travel office of 5.8 years (50)2.

Forty-five travel offices report that they currently have a chief assistant to the travel director. In two of these states, however, the position is vacant. Six of the assistants have been appointed since last year, while the range in length of service for all assistants is from one to 13 years (37). In 31 states this person is under the state equivalent of the civil service system. Two states have more than one person serving in the capacity of chief assistant.

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1 The figures in parentheses represent the number of states providing information for computing the estimates of the total or mean figures. Because there are two tourist development agencies in Texas [see the response of Texas Travel and Information Division of the Department of Highways and Public Transportation (TX HWYS) on page 22 of the General Administration section for further explanation], an average of the two is used for the summary data in this section. Elsewhere in the text they are summed.

2The survey was conducted from mid-June of 1985 through October 1985. Since that time, there may have been changes in personnel within the state travel offices. For the name of the current incumbent in the positions identified in this report, please contact the state travel office as listed in the General Administration tables.

State travel offices vary widely in the size of their staffs. Staff sizes range from five to 151 full-time employees, for an average of 43 (50) full-time employees per office. Thirty-four state travel offices also have part-time employees, ranging in number from one to 44 and averaging 14 per office.

In 38 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, this department also has responsibility for commerce and economic development. In five states, travel development is combined with a similar function such as parks and/or recreation. The remaining seven travel offices are independent agencies or commissions, usually reporting directly to the governor.

Of the four territories and the District of Columbia, only the American Samoa has a new director. The average length of service for all of the directors is 3.5 years and all have spent an average of 4.9 years in the agency prior to appointment. The staff for these offices range from six to 53 full-time employees, an average of 21 person per office.

ADVERTISING

Forty-nine states have an individual, usually within the state travel office, responsible for the development of a travel advertising program. Forty-nine travel offices use private advertising agencies, which have been retained for an average of 4.8 years. In Connecticut, the advertising program is developed in-house. All of the territories have individuals responsible for the development of advertising programs and retain private advertising agencies as well. The District of Columbia does not have an individual responsible for its travel advertising program, nor employ the services of an advertising agency.

Thirty-five states offer matching funds programs for groups cooperating on advertising programs. In 26 states, the matching funds program is included in the budget rather than being under a separate appropriation. While there are some limitations, the matching formula is generally 50-50.

In 48 states and three territories, advertising is at least partially directed toward stimulating inquiries. Forty-five states report a total of more than 12.6 million inquiries received during 1984, or an average of approximately 280,000 (45) each. Forty-six states and two territories also survey such inquiries in an attempt to measure advertising effectiveness, often using coupon conversion studies.

BUDGET

The size of a travel office's budget is perhaps the best and most visible indicator of the amount of state resources allocated to travel promotion and development. The proposed budgets for fiscal year 1985-86 total over $215 million (50), 13 percent greater than last year's total budget allocation of $190 million (50).

Not all states will share in budget growth this year. Forty-one states anticipate larger budgets than in fiscal year 1984-85. Twenty states expect a higher than average budget, six more than reported in last year's survey, while 30 states expect budgets lower than the average budget. Indiana reports the largest percent increase over its 1984-85 budget, and one state reported no change in total funds for travel development.

Thirty-three travel offices are funded entirely by state general revenues. Other funding sources include lodging and gasoline tax receipts, memberships dues, publication sales and federal grants.

Anticipated 1985-86 budgets range from a low of $670,000 in North Dakota to a high of $15,500,000 in Illinois. As shown in Table A, Illinois, Michigan and Tennessee outranked New York, claiming the first, second and third highest budgets, respectively. The average state travel office budget for 1985-86 is estimated at $4,312,659 (50), up 13 percent from fiscal year 1984-85 when the average travel office spent $3,801,670 (50) for travel promotion and development. Thirty states, have a budget less than the mean, one state less than for fiscal year 1984-85.

TABLE A: 1985-86 STATE TRAVEL BUDGETS BY RANK

Rank	State	Amount
1	Illinois	15,500,000
2	Michigan	11,800,000
3	Tennessee	10,645,900
4	New York	10,600,000
5	Florida	9,498,292
6	Pennsylvania	9,470,000
7	Massachusetts	9,291,564
8	Alaska	8,274,000
9	Hawaii	6,564,391
10	New Jersey	6,051,000

TABLE A: 1985-86 STATE TRAVEL BUDGETS BY RANK
(continued)

11	Texas	6,011,218
12	South Carolina	5,920,000
13	California	5,904,791
14	North Carolina	5,714,250
15	Georgia	5,636,954
16	Ohio	5,414,780
17	Minnesota	5,181,300
18	Virginia	5,027,390
19	Louisiana	4,631,569
20	Colorado	4,500,000
21	Utah	3,993,800
22	Oklahoma	3,976,373
23	Maryland	3,311,901
24	Missouri	3,198,686
25	Alabama	3,158,048
26	Arkansas	3,068,361
27	Nevada	2,943,298
28	Kentucky	2,800,000
29	Washington	2,772,000
30	Arizona	2,722,300
31	Wyoming	2,597,696
32	Wisconsin	2,550,000
33	Indiana	2,532,000
34	New Mexico	2,267,400
35	West Virginia	2,116,922
36	Mississippi	2,100,000
37	South Dakota	2,100,000
38	New Hampshire	1,865,407
39	Idaho	1,670,550
40	Montana	1,525,000
41	Vermont	1,508,000
42	Oregon	1,355,056
43	Nebraska	1,166,630
44	Kansas	1,144,260
45	Connecticut	1,090,247
46	Iowa	1,014,964
47	Rhode Island	1,000,000
48	Maine	911,000
49	Delaware	865,660
50	North Dakota	670,000
TOTAL:		215,632,958

To emphasize the geographic variation in the development of tourism promotion in the U.S., the state travel office budgets are grouped according to the U. S. Census regions indicated in Table B. The East South Central region has the highest percent increase over last year. However, Tennessee, with the third strongest percent change over last year, subsidizes growth for other states in the region. Moreover, Tennessee is the only state this region with a budget greater than the average budget per state for the region and the average state travel office budget for all fifty states.

TABLE B: 1985-86 STATE TRAVEL OFFICE BUDGET BY CENSUS REGION

Region3	1985-86 Average Budget Per State		Percent change From 1984-85
New England	$2,611,036	(6)	6.4%
Mid-Atlantic	8,707,000	(3)	13.7
South Atlantic	4,761,421	(8)	12.7
East South Central	4,675,987	(4)	25.7
West South Central	4,421,880	(4)	9.8
East North Central	7,559,356	(5)	19.4
West South Central	2,067,977	(7)	23.1
Mountain	2,777,506	(8)	13.3
Pacific	4,974,048	(5)	1.2

3NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MID-ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH ATLANTIC: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida. EAST SOUTH CENTRAL: Kentucky, Tennessee, Alabama, Mississippi. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. EAST NORTH CENTRAL: Ohio, Indiana, Illinois, Michigan, Wisconsin. WEST NORTH CENTRAL: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas. MOUNTAIN: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada. PACIFIC: Washington, Oregon, California, Alaska, Hawaii.

The Mid-Atlantic region has the highest average budget per state. All three states comprising the region have budgets greater than the overall average but only one state falls below the average budget per state for the region.

The U.S. territorial governments of American Samoa ($486,300), Guam ($2,300,000), and the Virgin Islands ($6,100,000) plan to spend a total of $8.5 million for travel promotion during 1985-86, an increase of 17 percent over the previous year. This year a substantial increase in American Samoa's travel office budget is responsible for the growth in total budgets for the territories.

Forty-nine states report proposed 1985-86 advertising budgets totaling over $84 million or an average of $1,706,456 (49) per state. This is a 12 percent increase over the 1984-85 average advertising budget of $1,523,594 (49), rising by nearly the same increase as total budgets. Rhode Island will experience the greatest percent increase in total advertising advertising over fiscal year 1984-85. Thirty-one states report increases in advertising budgets over fiscal year 1984-85 and 17 states' advertising budgets are greater than the average.

In terms of rank, Illinois receives the number one spot followed by New York and Massachusetts. States reporting significant gains included Tennessee, rising from the 13th position to the fifth position, and Louisiana, moving from the 31st seat into the 18th spot.

The amount allocated for advertising by Census region, shown in Table C, indicates that on the average, states in the East South Central region increased advertising expenditures four times the increase in average total state budgets. However, it must be pointed out that the substantial increase in Tennessee's advertising budget offset the decline in Kentucky's advertising budget. Also, Mississippi did not provide advertising budget information for the 1985-86 fiscal year and therefore, was excluded in the averages for both years.

Other regions showing increases in advertising budgets greater than regional total budget growth include New England, South Atlantic, East North Central, and the West North Central.

The territorial travel offices providing a breakdown of their budgets report a total of $4,075,506 proposed for advertising, an increase of 33 percent over the 1984-85 advertising budgets. The Virgin Island's advertising budget alone would rank with the advertising budgets of the top ten states.

Not as many states provided a breakdown of the media purchase by medium, but for those that did, magazines and newspapers continue to be the preferred media for state and territorial travel advertising. Thirty-eight states indicate they have budgeted for magazine advertising and show an average allocation of

$366,966, compared to $351,428 fiscal year 1984-85 with forty-six states providing such breakdown, an increase of four percent. In addition, 32 states have budgeted an average of $220,975 for newspaper advertisements, 25 percent greater than the average of $176,598 spent by 40 states during the 1984-85 fiscal year.

TABLE C: 1985-86 STATE ADVERTISING BUDGETS BY REGION

Regions	1985-86 Advertising Budget Per State	Percent Change from 1984-85
New England	$1,114,678 (6)	12.9%
Mid-Atlantic	3,963,700 (3)	9.5
South Atlantic	1,922,711 (8)	21.0
East South Central	1,793,160 (3)	103.4
West South Cental	1,010,006 (4)	-3.3
East North Central	3,767,500 (4)	21.6
West North Central	859,783 (7)	41.3
Mountain	1,073,110 (8)	11.2
Pacific	2,042,520 (5)	-4.1

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4 NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MID-ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH ATLANTIC: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida. EAST SOUTH CENTRAL: Kentucky, Tennessee, Alabama, Mississippi. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. EAST NORTH CENTRAL: Ohio, Indiana, Illinois, Michigan, Wisconsin. WEST NORTH CENTRAL: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas. MOUNTAIN: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada. PACIFIC: Washington, Oregon, California, Alaska, Hawaii.

Seventeen states plan to allocate part of their advertising budget to radio this year. On the average, these states have budgeted $176,930 each on radio advertising. This compares with 23 states spending an average of $284,492 on radio advertising during fiscal year 1984-85, a substantial decline. Twenty-two states, four less than last year, indicated plans to spend an average of $950,005 for television advertising campaigns, 15 percent below the average of $1,107,221 spent during 1984-85 by 26 states.

Magazines is the dominant medium used by the territories for advertising. Two territories reported an average of $847,578 allocated for magazine advertising, compared to three territories reporting a total of $318,648 spent during fiscal year 1984-85.

Average expenditures for other items in 1985-86, compared to the previous year, are as follow: Personal services up seven percent to an average of $670,957(47); Other administrative costs increased four percent to an average of $331,360 (45); printing and distribution rose four percent to an average of $375,920 (48); promotion up two percent to $291,197 (45); research dropped 21 percent to an average of $66,570 (39), welcome center construction and operation up 18 percent to $399,398 (28). The "other" category shows an increase of 30 percent. Some of the items included in this category are: inquiry fulfillments, special programs, special projects, and grants.

Thirty-two states report foreign advertising budgets for fiscal 1985-86 averaging $120,730 each. Twenty-four percent of the aggregate amount budgeted for foreign advertising is directed to the Canadian market, while 20 percent is directed towards the Japanese market.

Two territories report a total of $1,097,942 for foreign advertising for fiscal 1985-86, with over half of the total amount directed to the Japanese market.

GENERAL PROMOTION

Forty-eight states, the District of Columbia, and four territories currently have a special travel promotion theme or slogan. Several states actually have more than one slogan, using a specific one for different advertising media.

Ten states report operating a total of 14 out-of-state information centers. The centers are mainly located in New York City, Chicago, and Washington, D.C. Moreover, 22 states operate information centers outside the U.S., primarily in Japan, Belgium, Canada, and West Germany.

Two territories report operating information centers in the United States and Puerto Rico. All four territories have offices primarily in the same foreign countries as the states.

Thirty-four states and one territory have one or more toll-free telephone numbers for travel information inquiries. Of those states with two or more numbers, one number is designated for in-state inquiries and another for out-of-state inquiries.

Forty states report holding annual state travel conferences. These conferences are concentrated primarly in the spring and fall and usually run from one to three days. None of the territories reported holding a travel conference during 1985.

PRESS AND PUBLIC RELATIONS

Forty-eight state travel offices, the District of Columbia, and three territorial travel offices have a public relations or press information officer. In two states, the position is vacant.

Most state and territorial travel offices indicate that they direct the majority of their publicity to out-of-state audiences. The majority also publish a travel-related newsletter, usually monthly or quarterly.

During 1984, 44 states, the District of Columbia, and three territories conducted 733 press or travel writer tours. Over 1,000 such tours are planned for 1985, averaging about 21 for each of the travel offices.

RESEARCH

One or more staff members are currently assigned to travel research in 39 states. In 13 of these travel offices, this is a full-time responsibility.

University or college faculty members conduct research for 14 of the state travel offices. In 11 states, an employee of another state government agency conducts research for the travel office. Twenty-nine states, and one territory retained private research organizations during the previous 12 months.

Forty-seven states and three territories report having a continuing travel data gathering program. These programs usually involve counts and surveys of welcome center visitors and/or

motor vehicle counts, collection of data on travel-related business receipts, and visitation at state facilities and private attractions.

A travel development policy statement or plan exists in 28 states, and two territories. In four other states, it is currently being developed.

Respondents were asked to indicate the major problems facing tourism development in their respective states. The concerns of most of the state travel directors were in the areas of tourism marketing, economic factors, budgetary constraints, and competition--foreign and domestic.

WELCOME CENTERS

There are highway welcome centers or visitor information centers in 44 states. Approximately 390 welcome or visitor information centers and rest areas are operated by state travel offices or highway departments, most of which are permanent facilities and operated year round. In addition, California reports that it has approximately 250 of these facilities throughout the state. About 241 of these are operated year round. Excluding these installations, the average state operates a total of nine welcome centers (43). In some states, including California, one or more welcome centers are also operated by local chambers of commerce or private associations.

Each of the centers employs an average of 4.5 persons (40), more than three-quarters of whom are employed full-time.

According to the survey, nearly 60 million travelers visited welcome centers in the 36 states which were able to report this figure; this represents an average of 1.6 million welcome center visitors per state.

The District of Columbia operates one permanent visitor information center, staffed by two full time employees and volunteers. American Samoa operates one center for cruise ship arrivals, while the Virgin Islands report six permanent centers that are open year round. Both territories employ three full-time personnel.

COMPARATIVE SUMMARY

The table on page 13 summarizes certain characteristics of state travel offices over the last three fiscal years. The numbers in parentheses indicate the number of states and territories providing the relevant data in each case.

The total state travel office budget in the average state grew 13 percent in fiscal 1985-86 over fiscal 1984-85, compared to 23 percent increase in fiscal 1984-85 over 1983-84.

Most of this increase was directed toward advertising as these outlays grew in proportion with the increase in the average state travel office budget, 12 percent. However, the growth was not as favorable as in the past years, where the increase for 1984-85 was 38 percent over 1983-84, and 29 percent for 1983-84 over 1982-83. The typical state advertising budget comprised 39 percent of its the total budget, the same as in 1984-85 and four percentage points more than in 1983-84, when it was 35 percent. The average printing and distribution budget grew four percent over fiscal year 1984-85.

The term of the state travel director continued an upward trend, growing from 3.1 in 1983-84 to 3.9 for 1985-86.

Finally, the average size of the state travel office's full-time staff, after being relatively unchanged over the last three years, grew, employing approximately 43 persons per office.

AVERAGE CHARACTERISTICS OF U.S. STATE TRAVEL OFFICES, 1983-86

	1986-85	1985-84	1984-83
Average total budget	$4,312,659 (50)	$3,801,670 (50)	$3,088,790 (50)
Average total advertising budget	$1,706,456 (49)	$1,523,594 (49)	$1,106,741 (49)
Average printing/ distribution budget	$375,920 (48)	$361,527 (50)	390,660 (45)
Average term of director	3.9 years (50)	3.5 years (50)	3.1 years (50)
Average size of staff	43 persons (50)	32 persons (50)	31 persons (50)

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/85	5. Service in Agency as of 6/30/85	6. Under Civil Service?
AL	Alabama Bureau of Tourism & Travel 532 S. Perry St. Montgomery, AL 36104-4614 205/261-4169	Prof./Mgmt. Cler./Sec. Welcome Center Laborers TOTAL	14 17 31 3 65	 3 3	Ed Hall Director	2 years 6 months	2 years 6 months	No*
AK	Alaska Division of Tourism Pouch E Juneau, AK 99811 9067/465-2010	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	8 8 1 17	 2 3 5	Don Dickey Director	4 years 6 months	4 years 6 months	No
AZ	Arizona Office of Tourism 1480 E. Bethany Home Road Phoenix, AZ 85014 602/255-3618	Prof./Mgmt. Cler./Sec. TOTAL	9 6 15		J. Phillip Keene III Director	2 years 7 months	2 years 7 months	No
AR	Arkansas Dept. of Parks & Tourism One Capitol Mall Little Rock, AR 72201 501/371-1087	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	9 13 35 9 66		Mike Mills Director	3 years	3 years	No
CA	Office of Tourism 1121 L Street - Suite 103 Sacramento, CA 95814 916/322-1396	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	4 2 2 2 10	 1 1	Flo Snyder Director	2 year 2 months	2 year 2 months	No
CO	Colorado Tourism Board 5500 S. Syracuse St., #267 Englewood, CO 80111 303/779-1067	Prof./Mgmt. Cler./Sec. TOTAL	6 2 8		Ben Hart Director	1 year 6 months	1 year 6 months	No
CT	Connecticut Dept. of Economic Development Tourism Division 210 Washington St. Hartford, CT 06106 203/566-2496	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	3 1 4 8	 26 26	Barnett D. Laschever Director	11 years 7 months	11 years 7 months	Yes
DE	Delaware Tourism Office Delaware Dev. Office 99 Kings Highway P.O. Box 1401 Dover, DE 19903 302/736-4254	Prof./Mgmt. Cler./Sec. TOTAL	3 3 6		Catherine Wheeler & Frankie Miller, Associate Directors of Tourism	1 year-CW 7 months-FM	15 months-CW 7 months-FM	No
DC	Washington Convention & Visitors Association 1575 Eye Street, NW Suite 250 202/789-7000	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	2 3 1 6		Marie Levin Tibor Director	1 year	3 years	No
FL	Florida Div. of Tourism Collins Building Tallahassee, FL 32301 904/488-5606	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	24 22 18 48 112	2 2 4 8	Dean Gaiser Director	2 years 3 months	12 years	No
GA	Georgia Dept. of Industry & Trade Tourist Division 230 Peachtree St. NW P. O. Box 1776 Atlanta, GA 30303 404/656-3590	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 15 99 129		Hanna Ledford Director	2 years	17 years	Yes
HI	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 801 Honolulu, HI 96815	Prof./Mgmt. Sales Cler./Sec. TOTAL	26 4 46 76		Stanley Hong President	1 year	1 year	No
ID	Department of Commerce Idaho Travel Council Statehouse, Room 108 Boise, ID 83720 208/334-2470	Prof./Mgmt. Cler./Sec. TOTAL	2 2 4		Ralph McMullen Director	1 year	1 year	Yes

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/85	5. Service in Agency as of 6/30/85	6. Under Civil Service?
IL	Illinois Office of Tourism State of Illinois Center 100 W. Randolph #3-400 Chicago, IL 60601 312/917-4732	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 9 24	 15 15	Lynda Simon Managing Director	4 years	4 years	Yes
IN	Indiana Tourism Development Division Indiana Commerce Center One North Captiol #700 Indianapolis, IN 46204 317/232-8860	Prof./Mgmt. Cler./Sec. Summer Intern TOTAL	6 2 8	 1 1	Jan Diggins Director	5 years	8 years	No
IA	Tourism & Travel Iowa Development Commission Capitol Center 600 E. Court Ave., Suite A Des Moines, IA 50309 515/281-3100	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 1 5	 15 15	Judy Gilbert Manager	1 month	1 month	No
KS	Kansas Dept. of Economic Development 503 Kansas Ave., 6th Floor Topeka, KS 66603 913/296-2009	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 10 19	1 1 4 6	Cathy L. Kruzic Director	4 years	4 years	No
KY	Department of Travel Development Capital Plaza Tower 22nd Floor Frankfort, KY 40601 502/564-4930	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 16 15 49	 5 5	Dr. Robert M. Davis Commissioner	1 year 6 months	1 year 6 months	No
LA	Louisiana Office of Tourism P. O. Box 94291 Baton Rouge, LA 70804-9291 504/925-3850	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	13 8 40 61	 16 16	Bob LeBlanc Assistant Secretary	9 years	9 years	No
ME	Maine Division of Tourism 189 State Street Augusta, ME 04333 207/289-5710	Prof./Mgmt. Cler./Sec. TOTAL	4 1 5		Wanda E. Plumer Director	3 years	6 years	No
MD	Maryland Office of Tourist Development 45 Calvert St. Annapolis, MD 21401 301/269-26[illegible]	Prof./Mgmt. Cler./Sec. Other TOTAL	8 6 5 19	 1 4 5	Kurt P. Alverson Director	4 years 6 months	4 years 6 months	No
MA	Dept. of Commerce & Development Division of Tourism 100 Cambridge St. Boston, MA 02202 617/727-3201	Prof./Mgmt. Cler./Sec. Welcome Center Support TOTAL	6 4 11 1 22	 3 3	Richard P. Rust Deputy Commissioner	11 months	11 months	No
MI	Travel Bureau Michigan Dept. of Commerce P. O. Box 30226 Lansing, MI 48909 517/373-0670	Prof./Mgmt. Cler./Sec. TOTAL	17 14 31	 13 13	John Savich Director	16 months	16 months	Yes
MN	Dept. of Energy & Economic Development Office of Tourism 419. N. Robert St. 240 Bremer Bldg. St. Paul, MN 55101 612/296-2755	Prof./Mgmt. Cler./Sec. TOTAL	16 11 27	 10 10	Hank Todd Director	7 years	12 years	No
MS	Dept. of Economic Development Tourism Division P. O. Box 849 Jackson, MS 39205 601/359-3418	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	2 7 5 36 50		Barbara Barrett Director of Tourism	3 months	3 months	No
MO	Missouri Div. of Tourism Truman Building P.O. Box 1055 Jefferson City, MO 65102 314/751-4133	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 5 18 32	 15 15	Marjorie Beenders Director	3 years	3 years	No

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/85	5. Service in Agency as of 6/30/85	6. Under Civil Service?
MT	Montana Promotion Division Dept. of Commerce Helena, MT 59620-0411 406/449-2654	Prof./Mgmt. Cler./Sec. TOTAL	6 5 11		John L. Wilson Travel Director	6 years 1 month	6 years 1 month	Yes
NE	Division of Travel & Tourism Dept. of Economic Dev. 301 Centennial Mall South P. O. Box 94666 Lincoln, NE 68509 402/471-3800	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 1 9	 36 36	Peggy Briggs Acting Director	1 year	3 years	No
NV	Commission on Tourism Capital Complex Carson City, NV 89710 702/885-4322	Prof./Mgmt. Cler./Sec. TOTAL	6 5 11	 3 3	Stephen B. Richer Director of Tourism	1 year 8 months	1 year 8 months	No
NH	New Hampshire Office of Vacation Travel Dept. of Resources & Economic Development Prescott Park, Bldg. #2 105 Loudon Road P. O. Box 856 Concord, NH 03301 603/271-2665	Prof./Mgmt. Cler./Sec. Other TOTAL	3 2 1 6		Michael Power Travel Director	3 years 5 months	3 years 5 months	Yes
NJ	Division of Travel & Tourism CN 826 Trenton, NJ 08625 609/292-2470	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 5 6 19	 25 25	Victoria D. Schmidt Director	3 years 2 months	3 years 2 months	No
NM	New Mexico Economic Dev. & Tourism Dept. Bataan Memorial Bldg. Santa Fe, NM 87503 505/827-6230	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 11 19	 7 7	Ed Jungbluth Director, Tourism & Travel Div.	6 months	10 months	No
NY	Division of Tourism New York State Commerce Department One Commerce Plaza Albany, NY 12245 518/473-0715	Prof./Mgmt. Sales Cler./Sec. TOTAL	14 11 11 32		Linda Fisher Deputy Commissioner of Tourism	1 year 10 months	1 year 10 months	No
NC	Division of Travel & Tourism North Carolina Dept. of Commerce 430 N. Salisbury St. Raleigh, NC 27611 919/733-4171	Welcome Center Cler./Sec. Prof./Mgmt. TOTAL	40 5 10 55	 8 8	Charles Heatherly Director	4 years 6 months	16 years	No
ND	North Dakota Tourism Promotion Liberty Memorial Bldg. Bismarck, ND 58505 701/224-2525	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	3 2 2 7	 16 16	Jim Fuglie Tourism Director	new as of 7/1/85	new as of 7/1/85	No
OH	Office of Travel & Tourism Ohio Dept. of Development P. O. Box 1001 Columbus, OH 43266 614/466-8844	Prof./Mgmt. Sales Cler./Sec. PR Industry Dist. Technician TOTAL	5 3 3 3 1 3 18		Marilyn J. Tomasi Travel Director	2 years 2 months	2 years 2 months	No
OK	Oklahoma Tourism & Recreation Dept. Div. of Mktg. Services 505 Will Rogers Bldg. Oklahoma City, OK 73105 405/521-2406	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 13 35 66	 8 31 39	Eugene Dilbeck Director	4 years	8 years 1 month	No
OR	Tourism Division Economic Development Dept. 595 Cottage St., NE Salem, OR 97310 503/378-1230	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	3 4 7	 1 11 12	Edward A. Remington Acting Director	10 Months	10 Months	No
PA	Bureau of Travel Dev. PA Dept. of Commerce Forum Bldg. Harrisburg, PA 17120 717/787-5453	Prof./Mgmt. Sales Welcome Center TOTAL	5 8 24 37		Chris Umble Director	16 months	6 years	No

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/85	5. Service in Agency as of 6/30/85	6. Under Civil Service?
RI	Dept. of Economic Dev. 7 Jackson Walkway Providence, RI 02903 401/277-2601	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	7 2 1 10	 4 4	David C. DePetrillo Director	3 years	13 years	No
SC	South Carolina Dept. of Parks, Recr. & Tourism Division of Tourism 1205 Pendleton St., #113 Columbia, SC 29201 803/758-2536	Prof./Mgmt. Cler./Sec. Welcome Center Sales Other TOTAL	25 8 34 8 75	 18 7 25	Robert G. Liming Director	6 years 6 months	6 years 6 months	Yes
SD	South Dakota Dept. of State Development 711 Wells Ave., Box 600 Pierre, SD 57501 605/773-3301	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	11 3 3 17	2 5 37 44	Susan Edwards Director	4 years 6 months	4 years 6 months	No
TN	Tennessee Dept. of Tourist Development 320 Sixth Avenue N. Fifth Floor	Prof./Mgmt. Sales Clerical Welcome	14 3 16 118	 30	John A. Wade Commissioner	2 years 7 months	2 years 7 months	No
	Nashville, TN 37219 P.O. Box 23170 Nashville, TN 37202 615/741-2159	TOTAL	151	30				
TX HWYS	Dept. of Highways & Public Transportation Travel & Information Division 11th & Brazos Streets Austin, TX 78701 512/475-2878	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 5 60 74		Tom H. Taylor Director	25 years	40 years	No
TX TOUR	Texas Tourist Development Agency Box 12008 Capitol Station Austin, TX 78711 512/475-4326	Prof./Mgmt. Cler./Sec. TOTAL	7 5 12		Larry Todd Executive Director	2 months	2 months	No
UT	Division of Travel Development Council Hall/Capital Hill Salt Lake City, UT 84114 801/533-5681	Prof./Mgmt. Other TOTAL	8 6 14	 5 5	Jay C. Woolley Director	2 months	2 months	No
VT	Agency of Development & Community Affairs Vermont Travel Division 134 State Street Montpelier, VT 05602 802/828-3236	Prof./Mgmt. Cler./Sc. Welcome Center TOTAL	6 5 7 18	 1 4 5	Donald A. Lyons Director	23 years 6 months	23 years 6 months	Yes
VA	Virginia Division of Tourism 202 N. 9th St., Suite 500 Richmond, VA 23219 804/786-2051	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	12 15 35 62	 5 18 23	Patrick A. McMahon Director of Tourism Deputy Director of Economic Development	1 month	NA	No
WA	Washington Dept. of Trade & Economic Dev. Tourism Development Div. 101 General Administration Bldg. Olympia, WA 98504 206/753-5600	Prof./Mgmt. Cler./Sec. TOTAL	10 5 15		Bill Taylor Director of Tourism	1 month	1 month	No
WV	Department of Commerce Tourism: Marketing Div. Room B-564, Bldg. 6 State Capitol Charleston, WV 25305 304/348-2286	Prof./Mgmt. Marketing Cler./Sec. Welcome Center Tour Guides TOTAL	3 5 5 18 1 32	 15 2 17	Joseph R. Fowler	9 years	9 years	Yes
WI	Division of Tourism Dept. of Development 123 W. Washington Ave. Madison, WI 53702 608/266-2147	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 1 12 22	2 28 30	Milton A. Strauss Administrator	2 years 4 months	7 years	No

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director as of 6/30/85	5. Service in Agency as of 6/30/85	6. Under Civil Service?
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 307/777-7777	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 7 1 17	 1 1 2	Randall A. Wagner Director	8 years	13 years 3 months	No
AS	Office of Tourism American Samoa Government P.O. Box 1147 Pago Pago, AS 96799 (684) 633-5187 or 5188	Prof./Mgmt. Cler./Sec. Other TOTAL	7 3 3 13		Minnie Mann Director	4 months	6 months	No
GU	Guam Visitors Bureau P. O. Box 3520 1220 Pale San Vitores Road Tamuning, GU 96911 (671) 646-5278/9 TLX: (671) 6432	Prof./Mgmt. Sales Cler./Sec. Other TOTAL	2 3 1 7 13		Gordon W. Tydingco General Manager	2 years 6 months	2 years 6 months	No
CM	Marianas Visitors Bureau P. O. Box 861 Saipan, CM 96950 67325/27 TLX: MVB CM SPN 676	Prof./Mgmt. Promo. Cler./Sec. Other TOTAL	2 3 3 11 19	 1 4 5	J. M. Guerrero Managing Director	9 years	9 years	No
VI	Division of Tourism P. O. Box 6400 St. Thomas, VI 00801 809/774-8784	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	5 18 8 22 53		Lecra Bryant Director	4 years 6 months	10 years	No

GENERAL ADMINISTRATION

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
AL	William Armistead Administrative Assistant	4 years	Yes	Yes	None**	* Cabinet level position; appointed by the governor. ** The Bureau of Tourism & Travel is an independent state agency. It is not under any other state agency.
AK	Terry Miller Deputy Director	10 years 6 months	No	Yes	Dept. of Commerce & Economic Development	
AZ	Ida Jones	20 months	No	No	None	
AR	Jack Quail Assistant Tourism Director	2 years 3 months	No	No	Arkansas Dept. of Parks & Tourism	There are five individual divisions. Parks & Tourism is under a 13-member commission. History, Great River Road & Museum Services each have separate commissions. Each division has a director, and the director of Parks and Tourism is a member of the Governor's Cabinet. Appropriations are made at the department level with each division receiving a line item allocation of the total.
CA	Diane Donian	2 years	No	Yes	Department of Commerce	
CO	Rich Meredith	1 year 3 months	No	Yes	Dept. of Local Affairs	The director of the Office of Tourism is responsible for the creation (by staff) and administration of phases of tourism advertising, publicity & public relations. The tourism board, a non-paid industry group, is responsible for policy. This is a 7-person board.
CT	Charles Norwood Public Information Supervisor	14 years 7 months	Yes	Yes	Connecticut Dept. of Economic Development	Assists director as staff secretary of Governor's Vacation Travel Council and Municipal Tourism District Directors Organization and Committee for the Restoration of Historic Assets in Connecticut. Assists director with various projects. Handles requests for special info. & correspondence with public, press & travel writers. Organizes & conducts occasional 1-person FAM tours. Also works as research assistant, compiling information for updating of current literature and for creation of new tourism publications.
DE	Gigi Dux	5 months	No	Yes & No*	Delaware Development Office	* 1 secretary & photographer only are under civil service.
DC	Thomas Murphy Public Relations Director (Acting Assistant)	1 year as Acting Asst.	No	No	NA	
FL	Rene W. Welti	1 year 9 months	No	Mixed	Florida Dept. of Commerce	
GA	Harvey Monk Program Coordinator	1 year	Yes	Yes	Georgia Dept. of Industry & Trade	The Dept. of Industry & Trade includes divisions that promote economic development through tourism, file location, industrial development, and international trade.
HI	Eugene T. Cotter Senior Vice President Marketing & Administration	3 years 7 months	No	No	Dept. of Planning & Economic Development	Hawaii Visitors Bureau is a private, nonprofit co. under Marketing contract which is responsible for all state tourism promotion.

GENERAL ADMINISTRATION

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
ID	None	NA	NA	Yes	Department of Commerce	
IL	Susan Jacobs Patricia Marriott	3 years 1 year	Yes Yes	Yes Yes	Dept. of Commerce & Community Affairs Dept. of Commerce & Community Affairs	
IN	Elaine Ervin Deputy Director	2 years	No	No	Indiana Dept. of Commerce	
IA	Jo Ellen Strittmatter	1 year 6 months	No	Clerical Staff only	Iowa Development Commission	The Tourism and Travel Division is one division in the state's Economic Development Agency. A board of 11 commissioners, appointed by the governor, sets policy for the whole agency and has final approval over any programs the agency may wish to undertake.
KS	Chris Stanfield Assistant Director	6 months	Yes	Yes	Kansas Dept. of Economic Development	
KY	Mimi Lewis Executive Assistant	1 year 6 months	No	Yes[a]	Tourism Cabinet	[a] Except for 5 non-merit employees, all employees in the department are covered by state merit system which which is equivalent to civil service.
LA	Robert Dudden Deputy Asst. Secretary	11 years	Yes	Yes	Dept. of Culture, Recreation & Tourism	
ME	None	NA	NA	NA	Maine State Development Office/Executive Department	
MD	Charles Lehmann Assistant Director	3 years	No	Yes	Dept. of Economic & Community Development	
MA	Debbie First	11 months	No	Mixed	Dept. of Commerce & Development	
MI	Jan Hayhow	8 months	Yes	Yes	Michigan Dept. of Commerce	
MN	Ginger Sisco	3 years	Yes	Yes	Dept. of Energy & Economic Development	
MS	Al Elmore	5 years	Yes	Yes	Dept. of Economic Development	
MO	None [a]	NA	NA	NA	NA	[a] Assistant Director's position was abolished by the Commission due to budget limitations.
MT	NA	NA	No	No	Montana Promotion Division Department of Commerce	
NE	None	NA	NA	No	Nebraska Department of Economic Development	
NV	Barbara Klein Marketing Director	1 year 8 months	No	[a]	Commission on Tourism	[a] Professional positions unclassified, clerical positions classified.
NH	Pat van Vliet Admin. Supervisor	3 years	Yes	Yes	Division of Economic Development	
NJ	Lois G. Rand Deputy Director Charles E. Geter Chief Assistant	1 year 3 months 10 years	No Yes	No No	New Jersey Dept. of Commerce & Economic Development New Jersey Dept. of Commerce & Economic Development	Tourism in New Jersey was upgraded to division level (sub-cabinet) by a 1977 statute, creating the new position of state travel director.

GENERAL ADMINISTRATION

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
NM	Mary Oritz Administrative Secretary	3 years	Yes	Yes*	New Mexico Economic Development & Tourism Dept.	* A reorganization effective July 1, 1983 split off Economic Dev. and Tourism promotion functions from other regulatory functions. There are no divisions in the new dept. 2 programs report to the Directorfor Tourism & Travel Div: Tourism Consumer Servcs. and Tours & Meetings. Fifteen staff members are under civil service -- four are not.
NY	Joseph Schilling	5 years	Yes	Yes	Dept. of Commerce	
NC	Don McLean	1 year 6 months	Yes	Yes	North Carolina Dept. of Commerce	
ND	Terry Harzinski Assistant Director	8 years	Yes	Yes	North Dakota Economic Development Commission	
OH	Rick Adams	2 years	No	Yes* (75%)	Ohio Dept. of Development	* only clerical & support staff
OK	Vacant	NA	No	Yes	State Tourism & Recreation Dept.	The department is organized into 5 divisions: Mktg. Services, Lodges, State Parks, Planning & Development, and Administrative Services, each having a director. The Executive Director of the deptartment is the cabinet level position. The total number of authorized employees is 975.
OR	Frank P. Howard Information Services Manager	11 years 8 months	Yes	Yes	Economic Development Dept.	
PA	Beulah Chabal Assistant Director	4 months	No	No	Pennsylvania Dept. of Commerce	
RI	Fran Segerson	9 months	No	2 clerical	Rhode Island Dept. of Economic Development	
SC	Peggy Smith Assistant Director	1 year	Yes	Yes	South Carolina Dept. of Parks, Recreation & Tourism	State employees are not under civil service as such. They do have job protection to the extent that after a 6-month probation period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.
SD	Vacant	NA	No	Yes	Department of State Development	Dept. reorganization transfers tourism division into dept. of state development, July 1, 1983.
TN	Thomas G. Lightsey Assistant Commissioner Anne McNeal Assistant Commissioner	2 years 6 months 1 year 10 months	No No	Yes Yes	*The Dept. of Tourist Development is a cabinet level dept.	* The state travel director is a Commissioner. The Assistant Commissioners reporting to him are non-civil service and manage the activities of the department. Management reporting to the Assistant Commissioners are the Director of Welcome Centers, Director of Administrative Services, Director of Information, Director of Sales. The Commissioner has a secretary and an Administrative Assistant who report directly to him and are non-civil service employees.
TX HWYS	Willis Alvarado Director, Travel Services	16 years	No	No	State Dept. of Highways & Public Transportation	The Texas travel & tourism program is shared by 2 separate, complimentary state offices. The State Dept. of Hwys. & Public Trans. is responsible for operating the state's 12 hwy. tourist bureaus, production of the state's family of printed travel literature, production of hwy. travel info. exhibit (Infoboards) located in 105 hwy. rest areas, production-distribution of travel-oriented audio visuals, & compilation-publication of the state's annual survey of auto visitors.

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
TX TOUR	Phil Davis Assistant Director	18 years	No	No	None	Travel development responsibilities are divided between this agency & the State Dept. of Hwys. and Public Trans. Our major responsiblity is marketing while Texas Hwys. is the supply arm through its collateral program & tourist bureau operation.
UT	Ann King Assistant Director Industry Development	3 years 6 months	Yes	Yes	Dept. of Community & & Economic Development	
VT	J. Gregory Gerdel	4 years 6 months	Yes	Yes	Agency of Development & Community Affairs	
VA	Margaret M. Lesniak Assistant Commissioner	6 months	No	No	Dept. of Economic Development	Our Board of Conservation & Economic Development determines our policies and our Travel Advisory Committee is responsible for advice.
WA	Barbara Brooner Assistant Director	11 months	Yes	Yes	Washington State Dept. of Trade & Economic Dev.	
WV	Carolyn Ketchum Chief, Information Services	3 years	Yes	Yes	Department of Commerce	
WI	Rae Van Wyhe Director	2 years 4 months	Yes	Yes	Dept. of Development	
WY	Clyde R. Douglass Assistant Director	8 years	No	No	None*	* We are a separate agency within the exec. branch. We have a 5-member public board of Commissioners appointed by the Governor.
AS	Vacant	NA	NA	Yes	Office of Tourism	Office of Tourism separated from Development & Planning Office in May 1985.
CM	Bennet Seman Asst. Managing Director	2 years 6 months	No	No	None	Through the enabling legislation, the general responsibility of the Marianas Visitors Bureau rest in hands of a Board of Directors of 9; 5 appointed by the Governor and 4 elected from the general membership. They in turn hired the Managing Director who oversees the day-to-day affairs of the bureau and reports to the board on their monthly meetings.
GU	Vacant Deputy Manager	NA	NA	No	None	Other employees consist of: administrative asst, executive secretary, community development programs coordinator, special projects coordinator, visitor services officer, membership officer, publicity specialist, research specialist, travel industry relations officer, administrative aide, promotion specialist & general manager, deputy manager & a promotions specialist at our Japan office.
VI	Aaron Benjamin Assistant Director of Tourism, St. Thomas	1 year 6 months	No	No	NA	
	Janet Foster Assistant Director of Tourism, St. Croix	4 years	No	No		

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program.	2. Current Advertising Agency.	3. Years Retained.	4. Does State Have Matching Fund Program for Such Cooperating Groups?	5. Is it included in Budget Rather than a Separate Appropriation?	6. What is the Matching Formula?
AL	Duncan Black Contracted Ad Agent	Cunningham, Black & Farley Advertising 60 Commerce St. Suite 1204 Montgomery, AL 36104	3	Yes	Yes	Figures vary depending on the project. We assist in financing production costs for tourism related brochures, etc.*
AK	Mary Klugerz Marketing Coordinator	Foote, Cone and Belding P.O. Box 3183 San Francisco, CA 94119	3 years 6 months	No*	NA	NA
AZ	Abe Baum Director of Advertising/ Promotion	Owens & Associates 2600 N. Central Phoenix, AZ 85004	3	Yes	Yes	1/1 up to 4/1 depending on size of community.
AR	Mike Mills Director	The Woods Bros. Agency 1001 W. Markham Little Rock, AR 72201	8	Yes	No	2/1
CA	Krysty Flynn Director - Marketing & Communications Department of Commerce	Kaye, Donna Pearlstein 11080 Olympic Road Los Angeles, CA 90064	14 months	Yes	Yes	Being developed.
CO	Ben Hart Director	Tracy-Locke/BBD+O 7503 Marin Dr. Englewood, CO 80111	3	No	No	NA
CT	Anthony A. Davenport Director of Communications	In-house	NA	Yes	Yes	80% private 20% state
DE	Catherine Wheeler Assistant Director for Tourism	Lyons Studios 715 Orange Street Wilmington, DE 19801	4	Yes	Yes	Up to 50 %
DC	None	None	NA	No	NA	NA
FL	Rene W. Welti Assistant Director	Beber, Silverstein & Partners 3361 SW Third Ave. Miami, FL 33145	New	No	NA	NA
GA	Gary Womack Advertising Manager Georgia Tourist Division, Georgia Department of Industry & Trade	Pringle, Dixon, & Pringle Advertising & PR Suite 1910 Tower Place 3340 Peachtree Street Atlanta, GA 30026	2	No	NA	NA
HI	Eugene T. Cotter Sr. Vice President of Marketing & Administration	Milici/Valenti/Smith/ Park Advertising, Inc. 700 Bishop St. Honolulu, HI 96813	15	No	NA	NA
ID	Ralph McMullen Director	W. H. Drake Boise, ID	4	Yes	Yes	50/50
IL	Lynda Simon Managing Director	Zechman & Associates	1	No	NA	None
IN	Jan Diggins Director	To be named	New	Yes	No	State can match up to 50 % of cost of promotional project.
IA	Judy Gilbert	Creswell, Munsell, Fultz & Zirbel 600 East Court Ave. Des Moines, IA 50311	7	Yes	No	50/50 hard dollar match

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program.	2. Current Advertising Agency.	3. Years Retained.	4. Does State Have Matching Fund Program for Such Cooperating Groups?	5. Is it included in Budget Rather than a Separate Appropriation?	6. What is the Matching Formula?
KS	Cathy L. Kruzic Director	Simon Advertising/Art 822 W. 6th Topeka, KS 66603 Associated Advertising 4601 E. Douglas Wichita, KS 67218	4 4	No	NA	NA
KY	Janice Birdwhistell Director Marketing & Advertising	Allen-Martin Productions 9701 Taylorsville Road Louisville, KY 40299	1	Yes	Yes	50/50 up to a specified amount.
LA	Bruce Morgan Department Representative	Sides & Associates 404 Eraste Landry Road P.O. Box 51954 Lafayette, LA 70505 (318) 233-6473	6 months	Yes	Yes	50/50 cash.
ME	Wanda E. Plumer Director	Marketing Group 1 Canal Plaza Portland, ME	1 year	No	NA	NA
MD	Kurt P. Alverson Director	B, M & D Associates 120 W. Fayette Street Baltimore, MD 21201	new	Yes	Yes	50/50
MA	Richard P. Rust Deputy Commissioner	Ingall's Associates 857 Boylston Street Boston, MA 02116	2	Yes	No	50/50
MI	Al Sandner, Director, Communications Div.	Ross Roy, Inc. 2751 E. Jefferson Detriot, MI 48207	26	Yes	DK	Depends on the organization.*
MN	Henk Todd Director Ginger Sisco Assistant Director	Carmichael-Lynch Advertising, Inc. 100 E. 22nd Street Minneapolis, MN 55404	2 months	No	NA	NA
MS	NA	Dobbs-Maynard 350 North Mart Plaza Jackson, MS 39206	1 year	Yes	Yes	50/50
MO	Marjorie Beenders Director	Kenrick Advertising, Inc. 7711 Carondelet St. Louis, MO 63105	4	No	NA	NA
MT	Lynne M. Albright Marketing	Wendt Advertising P. O. Box 2128 Great Falls, MT 59403	2	Yes	Yes	50/50
NE	Peggy Briggs Acting Director	Bailey Lewis & Assoc. 924 NBC Center Lincoln, NE 68508	1 year	No	NA	*
NV	Stephen B. Richer Executive Director	Dunn, Draper, Glenn & Randolph 50 Washington Street Reno, NV 89503	1 year 9 months	Yes	Yes	50% for counties over $10,000*
NH	Travel Director Advertising	O'Neil Griffen & Associates 1779 Elm Street Manchester, NH 03104	4	Yes	Yes, but line item & not transferable	50/50
NJ	Victoria D. Schmidt Director	Bozell & Jacobs, Inc. 2700 Route 22 Union, NJ 07083	3	Yes	No	*
NM	Ed Jungbluth Director, Tourism & Travel Div. John Adams Director, Marketing Services Div.	DBG&H 5700 Harper Drive NE Suite 330 Albuquerque, NM 87109	3	Yes	Yes*	Varies
NY	Clifford Theiss Deputy Commisioner 230 Park Ave. New York, NY 10169	Wells, Rich & Green 767 5th Ave. New York, NY 10022	8	Yes	No	50/50*

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program.	2. Current Advertising Agency.	3. Years Retained.	4. Does State Have Matching Fund Program for Such Cooperating Groups?	5. Is it included in Budget Rather than a Separate Appropriation?	6. What is the Matching Formula?
NC	Charles Heatherly Director	McKinney, Silver & Rockett Inc. 333 Fayetteville St. Raleigh, NC 2760	9	Yes	No	50%
ND	Jim Fuglie Director	Flint Advertising 206 Black Bldg. Fargo, ND 58102	2 years	Yes	Yes	50% up to $5000 for out-of-state advertising, convention advertising and trade shows.
OH	Rosalind Fultz Marketing Manager	Hameroff/Milenthal One Capitol South 175 South 3rd Street Columbus, OH 43215	3	Yes	Yes	50%
OK	Eugene Dilbeck Director Lynette Lambert Advertising Manager	Ackerman & McQueen Advertising, Inc. 1100 Citizens Plaza 1601 NW Expressway Oklahoma City, OK 73118	2	Yes	Yes	50-50
OR	Edward A. Remington Acting Director	Borders, Perrin & Norrander 111 SW Oak Street Portland, OR 97204	1	No	NA	NA
PA	Chris Umble Director	Ketchum Advertising Pittsburgh, PA 15222	7	Yes	No	50/50 on local income; 1/2 on expenditures.
RI	David DePetrillo	Duffy & Shanley 4 Cathredral Square Providence, RI 02903	2	Yes	Yes	50/50
SC	Martha Beckman, Manager Advertising & Development Section Tourism Division	Leslie Advertising Agency 874 S. Pleasantburg Drive Greenville, SC 29607	6	Yes	Yes, earmarked admission tax revenues	Based upon available funds & merits of project, generally 50/50 funding process.
SD	Susan Edwards Director	Lawrence and Schiller Advertising, Inc. 3932 S. Willow Sioux Falls, SD 57105	6	No	NA	NA
TN	Anne W. McNeal Assistant Commissioner Travel Promotion	Eric Ericson & Associates 1130 Eighth Avenue South Nashville, TN 37203	6	Yes	Yes	50/50 - maximum $25,000
TX HWYS	NA[a]	NA[a]	NA[a]	No	NA	NA[a]
TX TOUR	Larry Todd	Neal Spelce Communications P. O. Box 1905 Austin, TX 78767	10	No	NA	NA
UT	Jay C. Woolley Director	Harris & Love, Inc. 1800 University Club Bldg. 136 E. So. Temple Salt Lake City, UT 84111 et al Advertising 555 East South Temple Salt Lake City, UT 84111	12[a] 2	Yes	Yes	$15,000 each, 50/50 match 9 regions
VT	Donald A. Lyons Director	Kenyon & Eckhardt 1 Boston Place Boston, MA 02108	5	Yes	Yes	50/50 with 25% of state share retained for "umbrella" program.
VA	Jule E. Bolio Director of Advertising	Siddall, Matus & Coughter, Inc. Fidelity Bldg. 9th & Main St. Richmond, VA 23219	3	No	No	NA
WA	Bill Taylor Director	Ehrig & Associates 4th & Vine Bldg. 8th Floor Seattle, WA 98121	7	Yes	Yes	50/50
WV	Cindy Jennings Director of Advertising & Communications	Charles Ryan Associates P. O. Box 2464 Charleston, WV 25329	New	Yes	Yes	90/10 up to $3,568 per county.

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program.	2. Current Advertising Agency.	3. Years Retained.	4. Does State Have Matching Fund Program for Such Cooperating Groups?	5. Is it included in Budget Rather than a Separate Appropriation?	6. What is the Matching Formula?
WI	Rae Van Wyhe Director Bureau of Marketing & Development	Frankenberry, Laughlin & Constable 207 E. Michigan Avenue Milwaukee, WI 53203	new	Yes	Yes	up to 50%
WY	Randall A. Wagner Director	Bryan, Bryan and Black P. O. Box 10236 Cheyenne, WY 82003	9	Yes[a]	Yes	50% match not to exceed $40,000 per application.
AS	Minnie Mann	Loomis & Pollock 666 Alo Moono Boulevard Suite 202 Honolulu, HI 96813	3	No	Yes	NA
CM	Managing Director	Glimpses of Guam P. O. Box 3191 Agana, GU 96910	9	No	NA	NA
GU	Vivian Indalecio Promotions Officer	Glimpses of Guam P. O. Box 3191 Agana, GU 96910	5	No	NA	NA
	Setsuko Cullen Marketing & Promotions Officer	Dentsu Inc. 1-11-10 Tsukiji Chuo-Ku, Tokyo 104 Japan	8			
		Nitto Agency Ltd. 9-15, 1-chome Akasaka, Minato-ku Tokyo, Japan	6			
VI	Leona Bryant Director of Tourism	Greengage Associates 747 3rd Avenue New York, NY	9	No	NA	NA

State	7. Is Advertising Directed Toward Stimulating Inquiries?	8. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	9. Number of Inquiries Received in 1984.	10. Additional Comments
AL	Yes	Yes**	57,594	* Monies from the bureau cannot exceed one-half of total cost of project and the grantee must provide one-fourth of total cost in cash. One-fourth of all printed matter becomes property of bureau of travel and tourism. ** We evaluate our advertising effectivess according to our coupon receipts which are submitted by persons reading certain magazines; we measure our effectiveness by studying our success at certain U. S. and Canadian travel shows and also by surveys conducted in Alabama at hotels, air terminals, etc. We have developed and are continuing to develop, marketing plans. We base marketing information on the annual "Travel in Alabama" report, produced by Auburn University.
AK	Yes	Yes*	Advertising: 476,670 General: 76,042	* The private sector of the Alaska Visitor industry raises money which is combined with state funds in a cooperative marketing program. Industry funds are not, however, determined by a matching formula.
AZ	Partially	No	100,000	
AR	Yes	Yes*	306,000	* Conversion studies are conducted based on a sample of the inquiries.
CA	Yes	Yes	88,780	
CO	Yes	Yes	145,000	* We conduct an annual conversion study based on a sample random of all inquiries received and it gives information on size of party, destination, length of stay, etc.
CT	Yes	Yes*	Advertising: 42,000 General: 51,000	* This is done through mail counts and counts of telephone inquiries in response to our advertising and promotion; we also keep a count of inquiries at our twelve welcome centers by days and weeks and by the type in inquiries. A relatively small percentage of our budget is devoted to outright advertising. Most of our promotional/public relations dollars are spent on writing and placing editorial stories and pictures in U. S. newspapers and magazines. The series of public service TV promotion referred to in last year's survey have been aired in Connecticut, New York and Providence markets as paid advertising.
DE	Yes	Yes*	Advertising: 20,758 General: 32,004	* A conversion study is done on all coupon ads.
DC	No	No	NA	
FL	Yes	Yes*	NA	* Conversion effectiveness is determined on both print and electronic advertising through follow-up on request for State Vacation Guide. Television advertising awareness, retention and effectiveness is evaluated through focus panel studies in market areas.
GA	Yes	Yes*	155,350	* Conversion studies are undertaken periodically to evaluate effectiveness of advertising campaigns. Regional meeting lists of respondents are compiled and sent to local area for follow-up.
HI	No	No	NA	Co-op advertising is negotiated annually with carriers and hotels serving Hawaii.
ID	Yes	Yes*	63,128	* We do a random sampling of coupons that are sent in.
IL	Yes	Yes	Advertising: 100,000 General: 3,000,000	* Primarily done through return coupon placed in advertising in metro newspaper travel sections. ** These are only the advertising responses serviced by the fulfillment house. It does not include other inquiries directed towards Chicago Travel Information Center, Springfield and Marion offices, etc. Use 800 number marketing analysis on requests made, and analysis of requests made throught Travel Information Centers in Chicago, Springfield, and Marion office.
IN	Yes	Yes	31,317	
IA	Yes	Yes*	Unknown	* Advertising responses from consumer publications in the spring, summer & fall of '84 will be researched to determine the effectiveness of ads, conversions of responses and etc.
KS	Yes	No	112,000	

ADVERTISING

State	7. Is Advertising Directed Toward Stimulating Inquiries?	8. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	9. Number of Inquiries Received in 1984.	10. Additional Comments
KY	Yes	Yes*	Advertising: 118,313 General: 2,826	* Telephone response is measured and coupons placed in ads are coded for measurement. A follow-up survey of a random sample of those who requested information is conducted at the end of each calendar year. The information collected is used to evaluate the effectiveness of the advertising.
LA	Yes	Yes*	Advertising: 10,933 General: 43,650	Coupons are coded to identify publication in which advertising appeared. Toll-free callers are also asked where they obtained the toll-free number. However, conversion studies are not used, because of budget restrictions.
ME	Yes	Yes*	Advertising: 31,230 General: 34,996	* We analyze the reach, penetration and cost effectiveness of our ads. Conversion studies will be conducted in 1986.
MD	Yes	Yes*	156,000	* Conversion study conducted every two years. All "800" calls are required to state source of inquiry. Each print coupon and reader service inquiry is coded by the publication it appeared in and the specific ad that was run.
MA	Yes	Yes*	Advertising: 100,000+ General: One million+	* Our advertising includes an 800 number to stimulate inquiries which we fulfill by providing a comprehensive vacation planner.
MI	Yes	Yes**	313,886	* The four regional tourist associations share equally in legislative appropriation for these organizations. Convention bureau funding is based on local funding. ** Inquiries are analyzed by zip code of residence, by type of inquiry (mail, phone, walk-in, recorded lines), and by type of information provided.
MN	Yes	Yes*	299,415	* We do a random sampling of all inquiries by season and program. We conduct three major advertising campaigns each fiscal year, viz., Fall, Winter, and Spring/Summer. In addition we conduct special advertising programs in the trade press for package/group tours, and meetings and conventions. Inquiries from all advertising campaigns are surveyed to determine amount of economic impact.
MS	Yes	Yes*	100,000	* Periodic convention surveys and cost per inquiry factors are evaluated.
MO	Yes	NA	NA	
MT	Yes	Yes	Advertising: 218,000 General: 25,000	An annual conversion study is conducted based on a sample of the inquiries received during the year.
NE	Yes	Yes**	83,000	* State matching fund-programs are classified as either "Event Marketing Assistance," "Regional Marketing Assistance," or "Marketplace Assistance." Direct grant funds are taken from limited resources up to 100%, favoring 50/50. ** Inquiry conversion studies are conducted annually.
NV	Yes	Yes	170,000	State grant monies are available to organizations in rural counties and are authorized by county governing boards for purposes of promoting and stimulating travel to events in these local areas. * The Commission on Tourism decides the matching formula for other counties. However, the two largest counties are ineligible.
NH	No	Yes	Advertising: 9,447 General: 41,636 Telephone: 17,700	
NJ	Yes	Yes**	100,000+	* Two-hundred fifty thousand dollars ($250,000) total program for Fiscal Year 1985. Grant maximum will not exceed 8% of total progam or 50% of amount applied for. ** Ads are keyed for data and placement to evaluate volume and "duration" or responses.
NM	Yes	Yes*	52,572	* Advertising both stimulates inquiries and educates, promoting a more accurate image of New Mexico. Spot surveys of telephone inquiries and reader service inquiries are being done until the system is modified to permit sampling of all inquiries.
NY	Yes**	Yes***	Unknown	* With a minimum of $8,000 and a maximum of $150,000 per applicant. Awards over $8,000 may be subject to pro-rate payout of available funds. ** Not all ads are directed to stimulating inquiries. Programs run full range of media and include consumer, trade and convention advertising. *** Limited to consumer media programs.

ADVERTISING

State	7. Is Advertising Directed Toward Stimulating Inquiries?	8. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	9. Number of Inquiries Received in 1984.	10. Additional Comments
NC	Yes	Yes*	Advertising: 202,490 Reader Svcs: 65,094 General: 69,334	* Advertising program is designed to elicit inquiries from potential visitors, who are then sent fulfillment packages.
ND	Not in all cases.	Yes*	80,000	* Sampled total inquiries with a conversion study in 1983. 33.7% converted with a net return on investment of 106.00 per $1.00 invested. Another conversion study is planned for the 1985 advertising program.
OH	Yes	Yes*	987,423	* Effectiveness of advertising is measured primarily through our national 1-800 BUCKEYE Action Response Center. Inquiries are surveyed to ascertain which media prompted the call. The survey is characterized for a formatted series of questions, directed to each travel consumer, by a Buckeye Line travel counselor. Questions for caller information, consistently yielded from inquiries, also reveal the geographic origins of responses, thus further defining in-state and out-of-state markets and market segments. In addition, survey response data enables evaluation of market penetration and strategies.
OK	Yes, Plus Image development	Yes*	193,000	* Conversion studies are made to determine the impact of our advertising program. A concentrated effort is made to promote Oklahoma's Image as a travel destination emphasizing water-based recreation and western heritage, using the advertising/promotions theme: On To Oklahoma! America's Frontier Lake State. The state has a concentrated advertising program in a selected market area designed to increase visitor traffic during the fall, spring, and summer months. Also, we are attempting to keep Oklahoma residents traveling in-state during their vacations. We are currently expanding our promotional efforts to reach the international market.
OR	Yes	Yes*	Advertising: 49,815 General: 48,557	* Each year an advertising converison study is done. An in-depth survey of respondents to magazine, television, and newspaper advertisements and persons who attended several outdoor sports and recreation exhibitions is conducted to determine effectiveness of the ads and the expenditures of those who visited.
PA	Yes	Yes*	192,223	* Inquiries generated by toll-free telephone are evaluated by time and source of inquiries. This is matched with media and broadcast schedule to determine patterns and trends. Additional statistical data on present vs. future travel habits and plans are developed as tracking information by the Bureau of Travel Development.
RI	Yes	Yes*	120,000	* Studies: cost per inquiry, geographical distribution, inquiries, per ad.
SC	Yes*	Yes**	237,103	* But we did not use coupons in some ads last year. ** All of our inquiries are computerized enabling us to tell which ad in which edition of each publication brought in inquiries. We also compare response for the same ads in different publications.
SD	Yes*	Yes**	165,000	* Our ad campaign is directed at both stimulating inquiries and creating image. We also added to our print media, and are making heavy use of television. ** Inquiry counts, cost-per inquiry, conversion ratios, cost per converted inquiry, and inquiry origins by state zip code are handled by computer.
TN	Yes	Yes*	Advertising: 140,695 General: 75,657	* The marketing department does a conversion study of inquiries generated by ads. In addition to a general brochure, we have individual brochures containing more in-depth information on specific subjects, such as outdoors, shopping, state parks, etc. We also stock brochures produced by travel regions and private businesses. The fulfillment for an inquiry includes the information of special interest to that traveler.
TX HWYS	NA*	NA*	Advertising: 24,801 General: 90,396	* See separate response of the Texas Tourist Development Agency.
TX TOUR	Yes (Partially)	Yes*	90,000+	* Annual conversion studies, conducted in house, sample 6,000 of the previous year's respondents to determine the proportion actually visiting Texas in the subsequent twelve months, as well as their visitation patterns.
UT	Yes	Yes**	125,500	* Spring, summer and fall advertising is the responsibility of one agency, Harris & Love. Our winter programs deal heavily in matching funds from the private sector and is handled as a separate program by "et al Advertising Agency". ** Inquiries are surveyed on a periodic basis; spotchecks are done through advertising conversion studies in magazines, audience surveys, and focus groups for broadcasts.
VT	Yes	Yes*	130,800	* We conduct annual surveys and spot interviews to determine visitor profile, economic data, and vacation activity preferences. Also periodic motivation/perception surveys.

ADVERTISING

State	7. Is Advertising Directed Toward Stimulating Inquiries?	8. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	9. Number of Inquiries Received in 1984.	10. Additional Comments
VA	Yes*	Yes**	1,000,630	* Our travel advertising is also directed toward strengthening awareness of Virginia, which is important to our objective. ** Inquiries are recorded for CPI studies and conversion ratio studies.
WA	Yes	Yes	165,000	
WV	Yes	Yes*	Advertising: 63,977 General: 98,554	* Advertising to the direct market in 1983 focused on the contiguous states. The fall campaign provided information on fall colors and the West Virginia wall calendar for 1984. The Spring campaign used the slogan "West Virginia Keeps Calling You Back", and respondents received our travel pack. Information on the source of the response, the area from which responses are received and the number of responses are compiled by the company handling our mailings.
WI	Yes	Yes	Advertising: 59,249 General: 131,914	
WY	Yes	Yes**	Advertising: 131,425 General: 70,605	* Matching funds are for non-governmental, non-profit, tourist-related organizations. At least 20% of their private sector funding must originate from Wyoming representatives. The total budget available for matching funds during fiscal year 1985 is $617,[illegible] ** Conversion studies are done periodically.
AS	Yes	Yes	5,000	
CM	No	No	Advertising: 20 General: 3,500	Cooperative Marketing Policy has been developed to encourage the development and marketing of off-season and other special tours to the Northern Marianas, and to provide monetary and other assistance to such endeavors. Proposals for such assistance must meet the following criterias: 1) the project must be structured as a special promotion; annual or semi-annual general sale tour packages can qualify for new markets. 2) The project must be aimed at producing a minimum of 500 visitors for the Northern Marianas. 3) The amount of financial contribution to the organizing group will not exceed $3,000 for any one project. Amounts may be greater depending on the scope and its duration.
GU	Yes	No	3,591	Cooperative marketing policy has been developed to encourage off-season and other special groups to Guam and to provide monetary and other assistance to such endeavors. Proposals from organizations: ie. airlines, tour operators, travel agents, business firms and social organizations are welcomed but must meet the following criterias: 1. The project must be structured as a special promotion; annual or semi-annual general sale tour packages will qualify. 2. The project must be aimed to producing at least 1,000 visitors for Guam. 3. The amount of financial contribution to the organizing group will not exceed $5,000 for any one project. 4. Proposals must include budget information which specifically indicates how the GVB contribution will be expended. 5. Promotional materials mentioning the GVB in any way must be approved in writing by the Bureau prior to the publication. 6. Participation must be approved by the GVB's Board of Directors which requires that proposals be submitted to the Bureau at least one month prior to commencement of project.
VI	Yes*	Yes**	Advertising: 1,000 General: 450,000	* Refers to request to bid on our advertising account. ** Refers to inquiries about the territory from persons interested in visiting, relocating, or doing business.

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1984-85	Rank	3. Total Budget for Fiscal Year 1985-86	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	2,938,045	24	3,158,048	25	No	State Lodging Tax	27%	4% state general sales tax 4% state specific tax on lodging
AK	July 1	9,256,800	5	8,274,000	8	Yes	NA	NA	None
AZ	July 1	1,953,000	33	2,722,300	30	Yes	NA	NA	5% state general sales tax 4% state specific tax on lodging[6]
AR	July 1	2,569,679	26	3,068,361	26	Yes	NA	NA	4% state general sales tax
CA	July 1	5,818,791	9	5,904,791	13	Yes	NA	NA	None
CO	July 1	3,735,000	20	4,500,000	20	No	1/10 of 1% Tourism Tax collected from Tourism businesses	100% Tourism Tax	local option tax on lodging; varies from city to city.
CT	July 1	1,029,000	44	1,090,247	45	Yes	NA	NA	7.5% state general sales tax 7.5% state specific tax on lodging
DE	July 1	726,450	47	865,660	49	Yes	NA	NA	6% state specific tax on lodging
DC	October 1	NA		NA		NA	membership dues	2/3 membership dues 1/3 hotel tax revenues	$1.00 per night per room
FL	July 1	9,259,389	4	9,498,292	5	Yes	NA	NA	5% state general sales tax
GA	July 1	5,085,253	14	5,636,954	15	Yes	NA	NA	3% state general sales tax 3% state specific tax on lodging
HI	July 1	5,604,391	10	6,564,391	9	No	Membership Miscellaneous income	19.8 1.4	4% state general sales tax
ID	July 1	1,581,600	37	1,670,550	39	No	Lodging tax	None	4% state general sales tax 2% state specific tax on lodging
IL	July 1	14,400,000	1	15,500,000	1	No	Lodging Tax	None	6% state specific tax on lodging
IN	July 1	1,100,000	42	2,532,000	33	Yes	NA	NA	5% state general sales tax
IA	July 1	583,319	50	1,014,964	46	Yes	NA	NA	4% state general sales tax 1-7% local option tax on lodging

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1984-85	Rank	3. Total Budget for Fiscal Year 1985-86	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
KS	July 1	831,879	45	1,144,260	44	Yes	NA	NA	3% state general sales tax Up to 2% local option tax on lodging
KY	July 1	3,120,000	23	2,800,000	28	Yes	NA	NA	5% state general sales tax
LA	July 1	5,100,000	13	4,631,569	19	No	Dedicated Liquor Tax $3,200,000	69%	4% state general sales tax 2% state specific tax on lodging (Orleans & Jefferson Parish only)
ME	July 1	715,585	48	911,000	48	Yes	NA	NA	5% state general sales tax
MD	July 1	2,318,195	29	3,311,901	23	Yes	NA	NA	5% state general sales tax
MA	July 1	9,535,600	3	9,291,564	7	Yes	NA	NA	5% state general sales tax 5.7% state specific tax on lodging*
MI	October 1	9,074,900	6	11,800,000	2	Yes	NA	NA	4% state general sales tax Up to 2% state specific tax on lodging
MN	July 1	4,496,600	18	5,181,300	17	Yes	NA	NA	6% state general sales tax
MS	July 1	1,800,000	35	2,100,000	36	Yes	NA	NA	6% state general sales tax
MO	July 1	2,269,255	30	3,198,686	24	Yes	NA	NA	4 1/8% state general sales tax
MT	June 1	1,560,000*	38	1,525,000*	40	No	Direct contributions by private sector in cooperative programs: $300,000	20%	None
NE	July 1	1,050,444	43	1,166,630	43	No	1% state lodging tax	100%	3.5% state general sales tax 1% state specific tax on lodging
NV	July 1	3,305,124*	22	2,943,298	27	No	Lodging tax receipts	100%	7% state specific tax on lodging
NH	July 1	1,271,945	41	1,865,407	38	Yes	NA	NA	7% state specific tax on lodging
NJ	July 1	5,551,000	11	6,051,000	10	Yes	NA	NA	None
NM	July 1	2,533,042	27	2,267,400	34	Yes	NA	NA	3.5% state general sales tax
NY	April 1	9,563,940	2	10,600,000	4	Yes	NA	NA	4% state general sales tax
NC	July 1	4,396,000	19	5,714,250	14	Yes	NA	NA	4% state general sales tax local option tax of 3% on lodging

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1984-85	Rank	3. Total Budget for Fiscal Year 1985-86	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
ND	July 1	630,000	49	670,000	50	No	Gasoline tax receipts	100%*	4% state general sales tax 2% local option tax on lodging
OH	July 1	5,000,000	16	5,414,780	16	Yes	NA	NA	5.5% state general sales tax * specific tax on lodging
OK	July 1	3,569,226	21	3,976,373	22	Yes	NA	NA	3% state general sales tax
OR	July 1	1,393,248	40	1,355,056*	42	No	Lottery revenue funds	Undetermined	None
PA	July 1	7,860,000	7	9,470,000	6	Yes	NA	NA	6% state general sales tax
RI	July 1	740,000	46	1,000,000	47	Yes	NA	NA	6% state general sales tax
SC	July 1	5,176,791	12	5,920,000	12	No	Excess of admissions tax over $3.5 million	53%	5% state general sales tax 2% state specific tax on lodging
SD	July 1	1,900,000	34	2,100,000	37	No	Motor fuel tax, totally	None	4% state general sales tax
TN	July 1	7,022,200	8	10,645,900	3	No	Gas tax receipts used to fund part of Welcome Center budget	23%	5.5% state general sales tax
TX HYWS	September 1	2,833,484	17	2,954,035	11	No	*	None	4% state specific tax on lodging (effective 10/2/84)
TX TOUR	September 1	2,041,240		3,157,183		Yes	NA	NA	4 1/8% state general sales tax 4% state specific tax on lodging
UT	July 1	2,885,200	25	3,993,800	21	No	$118,000 from DOT Motor Fuel Taxes	None	5.5% state general sales tax Up to 3% state specific tax on lodging (County option)
VT	July 1	1,427,200	39	1,508,000	41	No	Advertising enterprises	1%	4% state general sales tax 6% state specific tax on lodging
VA	July 1	5,027,390	15	5,027,390	18	Yes	NA	NA	4% state general sales tax
WA	July 1	2,506,627	28	2,772,000	29	No	Motor gasoline tax receipts	8%	6.5% state general sales tax
WV	July 1	1,797,451	36	2,116,922	35	Yes	NA	NA	5% state general sales tax
WI	July 1	2,071,000	31	2,550,000	32	Yes	NA	NA	5% state general sales tax
WY	July 1	2,068,233	32	2,597,696	31	Yes	NA	NA	3% state general sales tax (plus 1% County option)
AS	October 1	321,500		486,300*		Yes	NA	NA	None

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1984-85 Rank	3. Total Budget for Fiscal Year 1985-86 Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
CM	October 1	971,000	Not available	No	Room occupancy tax Beer container tax Membership dues/ Contributions Miscellaneous	67% 11% 17% 5%	10% state specific tax on lodging
GU	October 1	2,000,000	2,300,000	No	20% matching funds from cash and in-kind contributions of private industry membership	20%	10% state specific tax on lodging
VI	October 1	4,937,487	5,700,000	Yes	NA	NA	6% state specific tax on lodging

BUDGET

	9. Breakdown of 1984-85 Budget (By Dollar Amounts)											
State	Personal Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising breakdown by Medium and Dollars 1984-85 11. (Percent in-State)
AL	1,299,359	698,267	48,690	408,325	188,195	108,693	NA	186,516	NA	NA	NA	Magazine: 210,307 Newspaper: 7,784 Radio: 2,676 TV: 147,257 Outdoor: 40,300 (None)
AK	716,200	539,300	611,300	4,083,600	1,256,100	571,800	500,900	397,600	50,000	90,000	Inquiry Fulfillment: 440,000	Magazine: 1,762,900 Newspaper: 95,500 TV: 2,225,200 (None)
AZ	387,100	288,300	115,000	754,000	160,000	73,600	35,000	140,000	NA	NA	NA	Magazine: 119,000 Newspaper: 15,000 TV: 250,000 Outdoor: 257,000 Other: 113,000 (None)
AR	1,042,675	431,970	25,000	409,839	200,000	93,000	15,000	307,195	NA	45,000	NA	Magazine: 259,000 Newspaper: 150,839 (None)
CA	346,870	240,000	900,000	3,055,000	83,879	16,030	NA	NA	NA	Info. (Postage) 103,509	Public relations firm, fulfillment house 1,073,503	Magazine: 800,000 TV: 2,100,000 Outdoor: 155,000 (35-50%)
CO	241,300	180,400	224,752	1,600,000	113,000	958,342	250,000	NA	NA	Development: 167,206	NA	Magazine/ Newspaper: 459,242 Radio: 481,621 TV: 659,137 (10%)
CT	225,000	NA	5,000	150,000	337,000	219,000	8,000	NA	NA	75,000	Travel: 10,000	Magazine: 15,000 Newspaper: 50,000 Radio: 10,000 TV: 75,000 (less than 1%)
DE	168,800	59,250	25,000	100,000	173,400	incl. in 173,400	incl. in 173,400	200,000	NA	NA	NA	Magazine: 100,000 (None)

BUDGET

9. Breakdown of 1984-85 Budget (6, Dollar Amounts)

State	Personal Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	10. Advertising Breakdown by Medium and Dollars 1984-85 11. (Percent In-State
FL	2,196,279	1,004,455	4,362,176	Incl. in 4,362,176	475,300	684,000	321,000	NA	NA	145,000 43,000	Capital outlay: 28,179 Films & exhbts: 166,000	Magazine: 994,500 Newspaper: 47,000 Radio: TV: 1,656,000 Other: 1,478,676 (None)
GA	2,252,775	2,047,970	176,113	413,895	194,500	NA	NA	NA	NA	NA	NA	Magazine: 275,682 Newspaper: 135,678 Outdoor: 2,535 (33%)
HI	1,891,300	1,025,741	50,000	625,000	331,100	1,390,150	161,000	NA	NA	NA	Meetings/ Conventions: 115,900 Membership: 14,200	Magazines: 625,000 (None)
ID	167,216	82,652	22,500	254,935	295,047	55,000	3,000	NA	NA	NA	Regional Grant Program 701,250	Magazine: 209,500 Newspaper: 45,435 (None)
IL	796,350	NA	1,300,000	6,922,000	680,000	1,534,000	NA	855,000	NA	NA	2,252,650 (NA)	Magazine: 207,660 Newspaper: 830,640 Radio: 1,245,960 TV: 4,637,740
IN	125,713	Incl. in 125,713	NA	404,495	454,792	Incl. in 454,792	15,000	100,000*	1,900,000**	NA	NA	Magazine: 126,000 Radio: TV: 178,495 (30%)
IA	162,910	105,959	165,050	Incl. in 165,050	121,400	NA	NA	28,000	NA	NA	NA	Magazine: 8,000 Newspaper: 94,050 Radio: 63,000 (None)
KS	328,140	71,222	176,700	117,318	83,632	11,501	Special Funding	NA	Special Funding	43,366	NA	Magazine: 52,618 Newspaper: 10,000 Radio: 35,000 TV: 15,000 Other: 4,700 (42%)

	9. Breakdown of 1984-85 Budget (By Dollar Amounts)											10. Advertising breakdown by Medium and Dollars 1984-85 11.(Percent in-State)
State	Personal Services	Other Administrative costs (incl Travel, Rent and Utilities)	Advertising Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
KY	802,000	465,000	120,000	580,000	417,000	63,000	30,000	383,000	NA	260,000	NA	Magazine: 75,000 Newspaper: 65,000 Radio: 174,000 TV: 116,000 Outdoor: 50,000 Other: 100,000 (30%)
LA	1,098,364	535,042	264,000	1,470,000	210,000	1,092,594	110,000	320,000	0	0	NA	Not avail. (None)
ME	103,500	52,482	38,175	121,739	210,000 (Incl. Postage, etc.)	44,289	70,400	NA	NA	75,000	NA	Magazines: 17,680 Newspaper: 40,834 Radio: 11,400 TV: 51,825 (None)
MD	408,013	140,555	90,000	413,231	360,000	20,991	15,000	293,400	115,000	445,005	Marketing research: 17,000	Magazine: 293,231 Newspaper: 120,000 (10%)
MA	150,000	730,000	468,000	4,266,159	560,000	732,841	179,000	1,800,000	NA	129,600	Special programs: 460,000	Magazine: 201,700 Newspaper: 287,309 Radio: 773,000 TV: 3,004,150 (15%)
MI	1,583,860	410,707	523,617	2,782,383	840,000	1,115,933	283,000	NA	NA	NA	Grants: 1,248,000 Special projects: 287,400	Magazine: 398,976 Newspaper: 316,876 Radio: 740,227 TV: 1,225,648 Outdoor: 102,656 (30%)
MN	785,400	198,800	200,000	1,350,000	962,400	150,000	50,000	800,000	NA	NA	NA	Magazine: 407,000 Newspaper: 435,000 TV: 360,000 Outdoor: 48,000 Other: 100,000 (19%)
MS	213,000	200,000	NA	NA	137,000	100,000	50,000	150,000	NA	700,000	Completion of 1984 World's Fair Program: 250,000	NA (None)

BUDGET

9. Breakdown of 1984-85 Budget (By Dollar Amounts)												10. Advertising breakdown by Medium and Dollars 1984-85 11. (Percent in-State)
State	Personal Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
MO	526,389	180,052	970,936	Incl. in 970,936	272,000	75,000	25,000	NA	NA	64,878	Promo Film: 120,000 Special Promo (St. Genevieve) 35,000	Not Available (approx. 25%)
MT	256,217	151,000	146,000*	589,783	211,000	75,000	49,000	40,000	NA	NA	Motion Picture & TV commercial location: 42,000	Magazine: 457,783 Newspaper: 12,000 TV: 101,000 Outdoor: 19,000 (None)
NE	239,188	43,089	180,000	220,000	150,000	100,000	NA	70,000	NA	48,167	NA	Magazine: 207,400 Outdoor: 12,600 (None)
NV	371,122	467,558	580,539	782,000	215,332	145,804	NA	259,702	NA	NA	Special Grants to Other State Agencies: 483,067	Magazine: 525,807 Newspaper: 172,723 Other: 83,470 (4%)
NH	130,236	**	392,253	Incl. in 392,253	140,758	110,471	NA	475,000	*	*	New York Branch Office (Share) 23,227	Magazine: 39,225 Newspaper: 15,000 Radio: 24,226 TV: 313,802 (10%)
NJ	416,000	316,246	306,696	3,094,950	697,000	146,030	50,000	250,000	100,000	NA	Historic Sites: 50,000 Merchandise 80,000 Misc.: 44,078	Magazine: 57,000 Newspaper: 168,000 Radio: 759.000 TV: 1,825,200 Other: 285,750 (30%)
NM	436,000	49,300	198,683	463,595	270,000	Incl. in Other	NA	867,000	Inc. in Other	Incl. in Other	248,464	Magazine: 417,235 Newspaper: 46,360 (None)
NY	NA	273,040	450,000	4,965,000	727,000	728,900	250,000	1,580,000	NA	NA	Collateral distribution: 590,000	Magazine: 250,000 Newspaper: 1,324,000 Radio: 120,000 TV: 3,271,000 (None)
NC	465,000	66,000	100,000	2,100,000	750,000	65,000	6,000	94,000	NA	750,000	NA	Magazine: 1,300,000 Newspaper: 800,000 (None)

BUDGET

	9. Breakdown of 1984-85 Budget (By Dollar Amounts)											10. Advertising breakdown by Medium and Dollars 1984-85 11. (Percent in-State)
State	Personal Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
ND	180,000	23,000	20,000	160,000	110,000	40,000	8,000	60,000	5,000	4,000	State Magazine Subsidy 20,000	Magazine: 130,000 Newspaper: 30,000 (None)
OH	500,000	187,000	3,200,000	Incl. in 3,200,000	5,000	135,000	125,000	365,000	NA	NA	Telemarketing: 315,000 Other, eg State Fair 168,000	Magazines: 239,000 Newspaper: 172,000 Radio: 1,052,000 TV: 1,607,000 Outdoor: 55,000 Other: 75,000 (60-65%)
OK	1,334,900	272,794	82,500	617,620*	660,934	120,950	20,790	321,300	NA	137,438	NA	Magazine: 81,686 Newspaper: 114,200 Radio: 165,900 Outdoor: 15,120 Other: 120,714 Trade Agmt: 120,000** (10%)
OR	277,254	107,881	80,000	380,000	342,637	30,000	16,348	NA	NA	133,403	Oregon Museum Matching Funds Grant: 25,725	Magazine: 200,000 Newspaper: 100,000 Radio: 80,000 (None)
PA	910,000	245,500	425,400	1,620,400	502,200	20,500	102,000	3,900,000	NA	NA	Postage & Fulfillment: 134,000	Magazine: 502,600 Newspaper: 76,400 Radio: 154,300 TV: 839,100 Outdoor: 48,000 (42%)
RI	337,000	130,000	100,000	Incl. in 100,000	120,000	NA	*	43,000	NA	10,000	NA	Magazine: 50,000 Newspaper: 50,000 (unknown)
SC	405,264	362,711	103,271	999,078	420,000	271,837	22,000	1,180,000	158,400	695,000 (includes payroll)	559,230	Magazine: 478,087 Newspaper: 51,639 TV: 438,808 Other: 30,344 (None)
SD	500,106	164,166	100,000	600,000	320,796	75,000	NA	NA	NA	49,932	Watts lines: 30,000 Inquiry fulfillmt: 60,000	Magazine: 450,000 Newspaper: 150,000 (2%)

BUDGET

	9. Breakdown of 1984-85 Budget (By Dollar Amounts)											10. Advertising breakdown by Medium and Dollars 1984-85 11. (Percent In-State)
State	Personal Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
TN	2,103,000	633,652	287,006	1,200,775	282,939	334,816	60,912	225,000	NA *	1,894,100	NA	Magazine: 370,526 Newspaper: 86,302 TV: 722,657 Other: 15,287 (3%)
TX HWYS	NA	NA	NA	NA	1,214,420	NA	NA	NA	NA	1,619,064	NA	NA (NA)
TX TOUR	316,792	113,544	130,000	1,177,179	NA *	225,725	78,000	NA *	NA *	NA *	NA	Magazine: 1,105,756 Newspaper: 44,423 Outdoor: 27,000 (None)
UT	300,000	222,400	45,000	1,387,600	399,200	146,000	50,000	135,000	50,000	150,000	NA	Magazine: 650,000 Radio: 75,000 TV: 542,600 Outdoor: 120,000 (None)
VT	439,000	35,000	50,000	334,000	224,000	24,200	10,000	190,000	NA	NA	Freight, Postage, UPS: 121,000	Magazine: 180,000 Newspaper: 109,000 Radio: 45,000 (1%)
VA	744,360	NA	439,829	2,621,003	70,663	290,842	17,193	NA	NA	843,500	NA	Magazine: 7,775 Newspaper: 303,098 TV: 2,310,130 (None)
WA	524,272	200,000	140,105	720,000	430,000	100,000	30,000	250,000	NA	112,250	NA	Magazine: 630,000 Newspaper: 30,000 Radio: 60,000 (5%)
WV	446,148	145,403	773,060	Incl. in 773,060	147,981	43,611	15,000	226,248	NA	NA	NA	Not Available (NA)
WI	717,000	99,800	NA	570,000	255,200	46,000	NA	60,000	NA	258,000	More fulfillment costs for more advertising: 65,000	Magazine: 58,000 Newspaper: 212,000 Radio: 185,000 TV: 115,000 (15%)

	9. Breakdown of 1984-85 Budget (By Dollar Amounts)											10. Advertising breakdown by Medium and Dollars 1984-85 11. (Percent in-State)
State	Personal Services	Other Administrative costs (incl. Travel, Rent and Utilities)	Advertising: Production	Advertising: Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
WY	382,215	390,220 *	38,440	520,415	293,562	86,370 **	3,000	147,000	NA	NA	Postage for brochure packets: 207,011	Magazines: 385,415 Newspaper: 20,000 Outdoor: 35,000 Other: 80,000 (None)
AS	141,500	21,500	144,000	Incl. in	Incl. in	Incl. in	Incl. in	NA	NA	NA	14,500 (NA)	Not Avail.
CM	297,500	139,800	14,000	91,500	21,000	375,600	NA	NA	NA	NA	Community related Projects: 31,600	Magazine: 71,800 Newspaper: 18,500 Radio: 1,200 (None)
GU	445,018	336,068	NA	320,601	94,274	290,278	15,000	NA	NA	NA	Community Projects: 100,000 In-kind & Membership Dues: 398,761	Magazine: 112,343 Newspaper: 58,000 Radio: 21,500 TV: 105,564 Outdoor: 23,194 (None)
VI	858,340	249,000	885,640	1,614,360	298,414	623,000	NA	NA	NA	NA	Rental Overseas Office: 208,733 Public Relations: 200,000	Magazine: 771,802 Newspaper: 62,558 TV: 780,600 (None)

BUDGET

	12. Breakdown of 1985-86 Budget (by Dollar Amounts)											13. Advertising breakdown by Medium and Dollars 1985-86 14. (Percent in-State)
State	Personal Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)*	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
AL	1,386,462	776,585	50,000	475,000 (35)	150,000	45,000	NA	275,000	NA	NA	NA	Magazine: 215,000 Newspaper: 8,000 Radio: 2,000 TV: 200,000 Outdoor: 50,000 (None)
AK	790,200	513,700	844,000	3,186,400 (6)	854,200	649,400	275,000	375,100	100,000	140,000	Inquiry Fulfillment: 546,000	Magazine: 1,484,400 Newspaper: 125,000 TV: 1,477,000 Other: 100,000 (None)
AZ	428,400	328,400	91,000	1,377,500 (19)	170,000	77,000	50,000	200,000	NA	NA	NA	Magazine: 472,000 Newspaper: 31,000 Radio: 402,000 TV: 343,000 Outdoor: 129,500 (None)
AR	1,292,197	435,182	25,000	550,000	275,000	83,787	20,000	337,195	NA	50,000	NA	Magazine: 300,000 Newspaper: 235,000 TV: 15,000 (None)
CA	346,870	264,303	400,000	3,275,000 (7)	83,879	16,030	NA	NA	NA	103,509 Postage	Public relations, fulfillment house: 1,415,200	Magazine: 1,520,000 Radio: 200,000 TV: 1,300,000 Outdoor: 255,000 (10-25%)
CO	256,833	206,878	160,125	1,940,164 (14)	213,500	579,500	123,000	NA	975,000	45,000	NA	Unavailable (5%)
CT	243,897	10,150	5,000	255,000 (47)	260,000	280,000	16,200	NA	NA	20,000	NA	Magazine: 25,000 Newspaper: 40,000 Radio/TV: 190,000 (5%)
DE	182,500	52,860	25,000	100,000 (49)	301,300	Incl. in 301,300	Incl. in 301,300	204,000	NA	NA	NA	Magazine: 100,000 (None)

BUDGET

State	12. Breakdown of 1985-86 Budget (by Dollar Amounts) Personal Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)*	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	13. Advertising breakdown by Medium and Dollars 1985-86 14. (Percent in-State)
FL	2,303,560	1,027,989	4,362,176	Incl. in 4,362,176 (4)	452,000	790,000	256,000	NA	NA	203,400	Capital outlay: 60,167 Films & exhbts: 43,000	Not Available (None)
GA	2,557,442	785,012	315,000	1,785,000 (15)	194,500	NA	NA	NA	NA	NA	NA	Magazine: 529,725 Newspaper: 246,100 TV: 250,000 Other: 759,175 (NA)
HI	2,126,700	967,991	50,000	1,248,000 (20)	433,600	1,427,900	231,800	NA	NA	NA	Meetings/ Conventions: 68,100 Membership: 14,300	Magazine: 1,210,000 Other: 34,000 (None)
ID	168,310	96,525	22,500	266,375 (46)	277,497	74,900	3,000	NA	NA	NA	Tourist Info Sign-ing Study: 20,000 Regional Grant Program: 741,443	Magazine: 220,940 Newspaper: 45,435 (None)
IL	695,400	NA	10,000,000	Incl. in 10,000,000 (1)	800,400	1,536,000	NA	1,281,000	NA	NA	1,187,200	Not available (Not avail.)
IN	332,000	Incl. in 332,000	1,000,000	Incl. in 1,000,000 (24)	500,000	400,000	100,000	200,000*	1,900,000**	NA	NA	Not available (To be determined)
IA	209,640	184,400	460,924	Incl. in 460,924 (38)	125,000	NA	NA	35,000	NA	NA	NA	Not available (Not avail.)
KS	368,447	193,676	197,559	122,000 (43)	168,428	15,000	10,500	NA	Special funding	58,650	Pass-thru grant to Ag. Hall of Fame: 10,000	Magazine: 60,000 Radio: 35,000 TV: 20,000 Outdoor: 2,000 Other: 5,000 (47%)
KY	722,000	420,000	140,000	360,000 (36)	400,000	60,000	30,000	403,000	NA	265,000	NA	Magazine: 84,000 Newspaper: 31,000 Radio: 75,000 TV: 156,000 Other: 14,000 (30%)
LA	1,239,685	635,125	256,297	1,251,336 (18)	250,000	479,126	200,000	320,000	**	**	NA	Not available (None)
ME	110,000	25,929	69,500	236,571 (45)	240,000	61,000	83,000	NA	NA	85,000	NA	Magazine: 118,286 Newspaper: 82,800 Radio: 23,657 TV: 11,828 (None)

BUDGET

State	12. Breakdown of 1985-86 Budget (by Dollar Amounts)											13. Advertising breakdown by Medium and Dollars 1985-86 14. (Percent in-State)
	Personal Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)*	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
MD	358,253	337,197	162,100	979,761 (22)	401,946	28,185	17,500	308,070	NA	718,889	NA	Magazine: 349,761 Newspaper: 130,000 TV: 500,000 (30%)
MA	150,000	730,000	405,000	4,300,000 (3)	350,000	811,564	150,000	1,800,000	NA	135,000	Special programs: 460,000	Magazine: 200,000 Newspaper: 325,000 Radio: 775,000 TV: 3,000,000 (15%)
MI	Not Avail.	Not Avail.	Not Avail.	Not Avail.	Not Avail.	Not Avail.	Not Avail.	Not Avail.	Not Avail.	Not Avail.	Not Avail.	Not Avail.
MN	906,700	1,015,600	555,000	1,375,000 (17)	438,500	210,500	30,000	650,000	NA	NA	NA	Magazine/ Newspaper: 634,750 Radio: 92,750 TV: 450,000 Other: 197,500 (25%)
MS	238,000	200,000	150,000	200,000 (42)	107,000	100,000	10,000	163,000	NA	932,000	NA	Magazine: 125,000 Newspaper: 75,000 (None)
MO	588,451	242,453	1,970,000	Incl. in 1,970,000 (16)	272,000	25,000	25,000	NA	NA	65,782	Special promotion (Herman): 10,000	Not available (approx.25%)
MT	266,375	110,105	245,000	515,760 (29)	208,300	46,000	NA	40,000	NA	NA	Postage: 93,460	Magazine: 340,760 TV: 132,000 Outdoor: 19,000 Other: 24,000 (None)
NE	303,929	56,741	167,400	232,600 (39)	150,000	135,112	NA	75,000	NA	45,848	NA	Magazine: 200,000 Newspaper: 20,000 Radio & TV: * Outdoor: 12,600 (None)
NV	403,952	468,140	242,416	522,584 (28)	208,433	133,781	20,000	250,000	NA	NA	Special Grants to Other State Agencies: 693,992	Magazine: 351,867 Newspaper: 70,837 Other: 99,880 (17%)
NH	152,407	**	633,000	Incl. in 633,000 (32)	240,000	184,450	30,000	600,000	*	*	New York Office (Share): 25,550	Magazine: 49,400 Newspaper: 20,000 Radio: 20,000 TV: 357,600 Other: 186,000 (Unknown)

BUDGET

12. Breakdown of 1985-86 Budget (by Dollar Amounts)												13. Advertising breakdown by Medium and Dollars 1985-86 14. (Percent in-State)
State	Personal Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising Production	Advertising: Media Purchase (Rank)*	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	
NJ	398,500	220,000	300,000	3,076,900 (8)	950,000	284,625	90,000	250,000	100,000	Incl. in 100,000	Historic Sites: 50,000 Promotion Mdse: 100,000 Misc: 230,975	Magazine: 132,600 Newspaper: 168,000 Radio: 749,200 TV: 1,827,100 Other: 200,000 (30%)
NM	434,400	39,900	144,000	336,000 (37)	290,000	Incl. in Other	15,000	800,000	Incl. in Other	Incl. in Other	208,100	Magazine: 302,400 Newspaper: 33,600 (None)
NY	NA	283,200	NA	5,613,000 (2)	839,000	712,900	346,000	NA	NA	NA	Distrib: 590,000 Master Plan: 50,000 Other: 2,165,894	Magazine: 200,700 Newspaper: 1,401,400 Radio: 155,500 TV: 3,855,400 (Not avail.)
NC	511,500	76,000	150,000	2,886,750 (10)	750,000	80,000	10,000	250,000	NA	1,000,000	NA	Magazine: 687,000 Newspaper: 2,199,750 (None)
ND	190,000	25,000	28,000	160,000 (48)	128,000	40,000	8,500	50,000	5,500 (Repairs)	5,000	State Magazine subsidy: 30,000	Magazine: 130,000 Newspaper: 30,000 (None)
OH	639,000	229,000	3,300,000	NA (9)	NA	171,780	50,000	300,000	NA	NA	Telemarketing: 375,000 Earmarked by Legislature: 350,000	Not available
OK	1,628,071	240,971	82,500	620,000* (31)	571,043	162,640	21,600	471,300	NA	178,248	NA	Magazine: 280,000 Newspaper: 67,500 Radio: 100,000 Outdoor: 15,120 Other: 17,380 Trade: **120,000 (6.5%)
OR	178,592	257,381	35,000	278,200 (44)	299,000	74,500	27,530	NA	NA	153,403	Matching grants for Museums: 51,450	Magazine: 200,088 Newspaper: 78,112 (None)
PA	870,000	245,000	645,200	2,256,000 (11)	600,000	35,000	68,800	4,500,000	NA	NA	Postage & fulfillment: 250,000	Magazine: 750,000 Newspaper: 111,000 Radio: 145,000 TV: 1,200,000 Outdoor: 50,000 (40%)

BUDGET

12. Breakdown of 1985-86 Budget (by Dollar Amounts)												
State	Personal Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)*	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	13. Advertising breakdown by Medium and Dollars 1985-86 14. (Percent in-State)
RI	315,000	50,000	25,000	375,000 (40)	150,000	20,000	*	55,000	NA	10,000	NA	Magazine: 200,000 Newspaper: 175,000 (None)
SC	421,466	360,000	140,000	960,855 (23)	420,000	272,000	35,000	1,215,000	65,000	700,000	Encumbered Special contributions: 1,205,679 State Park Advertising: 125,000	Magazine: 264,349 Newspaper: 188,604 TV: 453,149 Canadian: 32,245 Group travel: 22,506 (None)
SD	543,189	170,415	100,000	650,000 (30)	400,796	80,000	7,000	NA	NA	54,000	Watts lines: 30,600 Inquiry fulfillmt: 64,000	Magazine: 500,000 Newspaper: 145,000 Radio: 5,000 (5%)
TN	2,460,500	895,485	375,000	3,979,480 (5)	335,000	513,535	56,800	225,000	NA *	1,805,100	NA	Magazine: 843,207 Newspaper: 203,073 TV: 2,918,200 Other: 15,000 (None)
TX HWY	NA	NA	NA	NA	1,213,733	NA	NA	NA	NA	1,740,302	NA	NA (NA)
TX TOUR	Not available	231,390	1,254,892	incl. in 1,254,892 (21)	NA *	1,470,901	Not available	100,000	NA *	NA *	NA	Not available (NA)
UT	387,100	400,000	65,000	2,097,600 (13)	511,100	146,000	50,000	135,000	52,000	150,000	NA	Not available (None)
VT	456,200	170,000	45,000	339,000 (41)	230,000	76,800	1,000	190,000	NA *	NA *	NA	Magazine: 165,000 Newspaper: 129,000 Radio: 45,000 (1%)
VA	744,360	NA	181,606	2,333,439 (12)	512,485	382,000	30,000	NA	NA	843,500	NA	Magazine: 15,000 Newspaper: 170,000 TV: 2,148,439 (None)
WA	525,000	200,000	130,000	770,000 (26)	645,000	100,000	30,000	250,000	NA	122,000	NA	Magazine: 570,000 Other: 200,000 (8%)
WV	478,701	245,403	1,000,000	Incl. in 1,000,000 (25)	147,981	33,589	15,000	196,248	NA	NA	NA	Not available (2%)

BUDGET

12. Breakdown of 1985-86 Budget (by Dollar Amounts)

State	Personal Services	Other Administrative costs (incl. Travel, Rent & Utilities)	Advertising: Production	Advertising: Media Purchase (Rank)*	Printing & Distribution	General Promotion	Research	Matching Funds Program	Welcome Center Construction	Welcome Center Operation	Other	13. Advertising breakdown by Medium and Dollars 1985-86 14. (Percent in-State)
WI	775,600	104,400	NA	770,000 (27)	232,000	112,000	50,000	120,000	NA	256,000	Addition response: 130,000	Magazine: 20,000 Newspaper: 116,600 Radio: 87,700 TV: 190,400 Outdoor: 350,300 Other: 3,000 (NA)
WY	449,176	382,722	38,440	520,415 (34)	293,562	86,370	3,000	617,000	NA	NA	Postage - brochures: 207,011	Magazine: 410,415 Newspaper: 30,000 Other (Co-op & Trade): 80,000 (None)
AS	253,000	29,500	217,000	Incl. in 217,000	NA	NA	NA	NA	NA	NA	Travel: 39,300 Supplies: 17,500 Equipment: 13,000	Not available (NA)
CM	Not Avail.*											Not available (Not avail.)
GU	453,172	354,645	NA	458,506	177,435	262,001	15,000	NA	NA	NA	Community projects: 115,500 In-kind & Membership dues: 463,741	Magazine: 120,156 Newspaper: 72,000 Radio: 18,000 TV: 224,600 Outdoor: 23,750 (None)
VI	1,016,461	387,000	400,000	3,000,000	375,000	476,500	NA	NA	NA	NA	45,039	Magazine: 1,575,000 Newspaper: 125,000 Radio: 200,000 TV: 1,100,000 (None)

BUDGET

	Promotion Budget Allocation 1985-86				Foreign Advertising Allocation 1985-86	
State	15. Budget for Solicitation of Conventions	16. Budget for Participation in Travel Shows	17. Number of shows you or your representatives participating in, 1985-86	18. Total fiscal year FOREIGN Media Advertising & Promotion Budget	19. Dollar amount allocated by MEDIUM	20. Dollar amount allocated by COUNTRY
AL	Yes	Yes	11	5,000	Newspapers: 5,000	Canada: 5,000
AK	Yes, funded through matching grant program	Yes	11	595,000	Magazines: 206,850 Collateral: 95,600 Trade Shows, seminars & FAM tours: 79,500 Misc.: 162,850 Exhibit in Anchorage airport: 100,000	Canada: 136,250 United Kingdom: 10,000 Germany: 150,500 Japan: 147,600 All other countries: 18,650 Special Stopover Promotion Program Europe & Asia: 132,000
AZ	No	Yes	15 Trade Only	42,000	Unknown - to be determined as needed	Canada: 32,000 All other countries: 10,000
AR	No	Yes	5	None	NA	NA
CA	No	Yes	25 (estimate)	None	NA	NA
CO	No	Yes	6	None	NA	NA
CT	Yes	Yes	5	3,500	Magazines: 3,500	Canada: 3,500
DE	No	Yes	3	1,500	Magazines: 1,500	Canada: 1,500
DC	Yes	Yes	0	None	NA	NA
FL	Yes	Yes	40: 33 Tour & Travel, 7 Group Business Section	Advertising: 360,000 (Promotions: 282,000)	Magazines: 206,300 Newspapers: 88,900 Trade collateral/Trade Print: 44,800	Canada: 142,000 United Kingdom: 138,900 Germany: 25,000 Other: 54,100
GA	No	Yes	5	4,500	NA	Canada: 4,500
HI	Yes	Yes	68	924,000	Magazines: 734,000 Representative Offcs: 190,000	Canada: 80,000 United Kingdom: 60,000 Japan: 542,000 All other countries: 242,000
ID	No	No	None	None	NA	NA
IL	Yes	Yes	7	None	NA	NA
IN	Yes	Yes	1	6,000	Great Lakes Council of State Travel Directors: 6,000	Japan: 6,000
IA	No	Yes	7	6,000	Great Lakes Region Fund: 6,000	Japan: 6,000
KS	No	Yes	12	4,000	Travel Show Participation, FAM tour devel., regional promo. efforts: 4,000	Canada: 1,500 United Kingdom: 2,500
KY	No	Yes	13	16,500	Travel & Trade Shows: 16,500	Canada: 11,000 United Kingdom: 2,500 Japan: 2,000 All other countries: 1,000
LA	No	Yes	15	Not available	Not available	Not available
ME	Yes	Yes	4	10,000	Magazines: 4,000 Newspapers: 6,000	Canada: 10,000

BUDGET

Promotion Budget Allocation 1985-86				Foreign Advertising Allocation 1985-86		
State	15. Budget for Solicitation of Conventions	16. Budget for Participation in Travel Shows	17. Number of shows you or your representatives participating in, 1985-86	18. Total fiscal year FOREIGN Media Advertising & Promotion Budget	19. Dollar amount allocated by MEDIUM	20. Dollar amount allocated by COUNTRY
MD	No	Yes	19	75,000	Magazines: 50,000 Newspapers: 25,000	Canada: 75,000
MA	No	Yes	10-15	200,000	Not available	Not available
MI	Yes	Yes	Undetermined	None	NA	NA
MN	Yes	Yes	5	None	NA	NA
MS	No	No	None	None	NA	NA
MO	No	Yes	3	None	NA	NA
MT	No	Yes	11	120,000	TV: 101,000 Outdoor: 19,000	Canada: 120,000
NE	No	Yes	at least 3	None	NA	NA
NV	No	Yes	10 +	None	NA	NA
NH	No	Yes	7	20,000 plus additional funds with New England USA	Magazines: 8,000 Newspapers: 3,000 TV: 9,000	Canada: 20,000
NJ	No	Yes	11	36,500	Newspapers: 30,500 Welcome Center: 6,000	Canada: 36,500
NM	No	Yes	10	None	NA	NA
NY	Yes	Yes	30	650,000	Not available	Not available
NC	No	No	None	None	NA	NA
ND	Yes	Yes	4	40,000	Magazines: 25,000 Newspapers: 15,000	Canada: 40,000
OH	No	Yes	10	15,000-20,000	Not available	Not available
OK	Yes	Yes	16	10,000	Magazines: 4,000 Sales Blitz: 2,500 Contractual svcs: 3,500	Canada: 5,000 United Kingdom: 5,000
OR	No	Yes	9	Unknown	NA	NA
PA	Yes	Yes	12	50,000	Magazines: 20,000 Newspapers: 5,000 Sales Missions: 25,000	Canada: 30,000 United Kingdom: 20,000
RI	No	Yes	3	10,000	Magazines: 6,000 Newspapers: 4,000	Canada: 10,000
SC	Yes	Yes	30 - Trade & Consumer	60,100	Magazines: 3,618 Newspapers: 9,982 TV: 26,400 Travel Trade publicity: 20,100 **	Canada: 40,000* United Kingdom: 5,000 Germany: 13,900 All other countries: 1,200
SD	Yes	Yes	10	5,000	Travel Shows: 5,000	Canada: 5,000
TN	Yes	Yes	16 plus Canadian Nat'l Exhibition	11,770	Magazines: 1,770 Foreign Language Brochures: 1,500 USTTA DER Info Show: 8,500	Canada: 1,770 Germany: 9,000 France: 500 Japan: 500
TX HWYS	No	No	None	None	NA	NA

BUDGET

Promotion Budget Allocation 1985-86					Foreign Advertising Allocation 1985-86	
State	15. Budget for Solicitation of Conventions	16. Budget for Participation in Travel Shows	17. Number of shows you or your representatives participating in, 1985-86	18. Total fiscal year FOREIGN Media Advertising & Promotion Budget	19. Dollar amount allocated by MEDIUM	20. Dollar amount allocated by COUNTRY
TX TOUR	No	Yes	6	44,500	Travel Missions: 24,000 Trade Shows: 20,500	Canada: 12,000 Mexico: 2,000 United Kingdom: 18,500 Germany: 12,000
UT	No	Yes	3	106,500	Participation in Regional Promotion: 25,000 No further breakdown available.	Canada: 9,000 United Kingdom: 4,500 Germany: 5,000 France: 4,500 Japan: 40,000 All other countries: 23,000 No further breakdown available.
VT	No	No	2 Trade Shows	94,000 **	Magazines: 4,000 Radio: 2,000 Newspapers: 8,000 Info. Office, Montreal: 80,000	Canada: 94,000
VA	No	Yes	12	None	NA	NA
WA	No	Yes	12	None	NA	NA
WV	Yes	Yes	19	None	NA	NA
WI	No	Yes	7	22,000	Trade Shows & follow-up: 22,000	Germany: 8,000 Japan: 5,000 All other countries (mostly Europe): 9,000
WY	No	Yes	6	25,000	Not available	Canada: 5,000 United Kingdom: 5,000 Germany: 5,000 Japan: 5,000 All other countries: 5,000
AS	No	Yes	5	None	NA	NA
CM	Not available *					
GM	No	Yes	NA	897,942	Magazines: 141,156 Radio: 22,000 Newspapers: 72,000 TV: 274,600 Promotions in Japan: 277,232	Japan: 690,202 Asia: 60,000 North America/ Europe: 36,786
VI	No	Yes	55 (approx.)	200,000	Promotional Rep: 200,000	Canada: 50,000 United Kingdom: 20,000 Germany: 20,000 France: 20,000 All other countries: 90,000

State	21. Additional Comments.
AZ	* Cities can add a further bed tax (e.g. 3% Phoenix).
IN	* Separate budget: appropriation. ** Part of Department of Highway, yet a Tourism-directed expenditure and program.
KS	We are looking forward to beginning cooperation program with America's Heartland Region for International Promotion.
LA	1985-86 budget reflects about $1.4 million from general fund appropriation added to the dedicated liquor tax of $3.2 million to yield our $4.6 million budget. * Welcome Center operating costs for 1984-85 are included in Other Administrative Costs and Personal Services. All inclusive is about $790,000 annually (salaries, utilities, supplies, travel, repairs). ** Welcome Center operating costs for 1985-86 are also included in Other Administrative Costs and Personal Services. Total for 1985-86 annual cost run about $800,000.
MA	* 4% additional tax as a local option has just been approved.
MT	* Estimate includes private sector contributions.
NE	* Radio and TV advertising are courtesy of public service announcements.
NV	* This budget included reappropriated carry forward from FY 84 and unanticipated revenues from additional room tax.
NH	* State Highway Department is responsible for Welcome Centers. ** Administrative Costs such as rents and utilities are not included in our budget.
NM	Production category includes both account service fees and graphic production.
ND	* Gas Tax revenue for operating funds. Salaries from general tax revenue.
OH	1986 Travel & Tourism Funding Level: $5,414,780 Less: Approx. $100,000 each for three outdoor dramas and showboat theatre: 350,000 5,064,780 (FY86) 1987 Travel & Tourism Funding Level: $5,589,513 Less: Approx. $50,000 each for three outdoor dramas and showboat theatre: 200,000 5,389,513 (FY87) Travel & Tourism Allocations: 10,454,293 (biennium) * Counties/municipalities and/or townships levy an excise tax not exceeding 3% on lodging. The room tax is a combined bed and sales tax. All receipts of a municipal or township tax and at least two thirds of all receipts of a county tax are earmarked for convention and visitors bureaus.
OK	* Includes $120,000 of trade out advertising with media. ** Trade Agreement is not a part of the State appropriation to the department.
OR	* 1985-86 budget is subject to change depending on availability of lottery revenue funds.
RI	* Included in Research Division's budget.
SC	* Also included in domestic advertising budget. ** Does not include direct mail, literature, travel shows & special promotions.
TN	* Construction of Welcome Centers is the responsibility of the Department of Transportation.
TX HWYS	* As a division of the State Department of Highways & Public Transportation, the budget is derived from the same sources that support the department, which are constitutionally committed highway-user revenues, plus some additional general revenues.
TX TOUR	* 1986 budget is contingent on 3 different methods of financing (one year only - Texas sesquicentennial). Base budget (State general fund) is $2,014,000. We can receive up to $5 million from the room occupancy tax (almost guaranteed), and up to $15 million from the state's royalties and commissions from the sesquicentennial. All figures in the 85-86 budget breakdown are subject to change and are only approximate at this time. **These categories included in State Highway Department budget.
UT	$150,000 allocated for Welcome Center operation is included in other programs.

BUDGET

State	21. Additional Comments.
VT	* Welcome Center operation and construction is included in overall budget. ** Foreign budget includes operation of information office in Montreal, Canada.
VA	Most tourist advertising and promotion in foreign markets is achieved through cooperative efforts with the George Washington Country and Travel South regions.
WA	$300,000 of co-op advertising/matching funds is expected to go towards brochure production.
WV	Press and Public Relations were in a separate budget, the communications division.
WY	** All travel (staff and guests) is included in the travel budget. Purposes include administrative, travel shows, FAM tours, Travel Writers tours, etc. * Other Administrative Costs does not include travel expenses.
AS	We target U.S., Canada, Australia, & New Zealand. * Total budget figure derived from Item 12 represents budget request. Approved figure is total in Item 3.
CM	* The budget for the subsequent year is usually approved one month prior to that fiscal year.

GENERAL PROMOTION

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Official Name of Annual State Travel Conference	5. In what month is it normally held?	6. Toll-free Telephone Number for Travel Information inquiries
AL	Alabama the Beautiful- The Way To Go and The Beautiful People of Alabama	None	None	Alabama Hospitality & Tourism Conference	April	In-state: 800-392-8096 Out-of-state: 800-ALA-BAMA
AK	Once you've gone to Alaska, you never come all the way back.	None	Breman, West German Tokyo, Japan	Alaska Visitors Association Annual Conference	October	None
AZ	Arizona Evergrand	None	None	Annual Arizona Governor's Tourism Symposium (Regional)	January	None
AR	Arkansas. . . is a natural	None	Brussels, Belgium (Industrial only)[a]	Governor's Conference on Tourism	March	In-state: 800-482-8999 Out-of-state: 800-643-8383
CA	The Californias Discover the Californias	None	None	Governor's Conference on Tourism[a]	March	800-CALIF-05
CO	Guess I'd Rather Be In Colorado	None	None	Colorado Tourism Conference	April	800-255-5550
CT	Better Yet Connecticut	New England Vacation Center[a] New York City	Frankfurt, Germany, Tokyo, Japan	Governor's Conference on Connecticut Tourism	March	In-state: 800-842-7492 Out-of-state: 800-243-1685 (ME-VA only)
DE	Delaware, Small Wonder	None	None	Governor's Conference on Tourism	NA	In-state: 800-282-8667 Out-of-state: 800-441-8846
DC	Washington is a Capital City	None	None	None	NA	None
FL	Florida: When You Need it Bad, We've Got it Good	None	Toronto, Canada London, England Frankfurt, Germany Latin America	Florida Governor's Conference on Tourism	September	None
GA	Nobody Treats You Better Than Georgia	None	Brussels, Belgium Tokyo, Japan Toronto, Canada	Georgia's Governor's Tourism Conference[a]	September	None
HI	The Hawaiian Islands: Where The World Wants To Be Hawaii . . . Come for the Beauty Stay for the People.	Regional Offices: New York Chicago San Francisco Los Angeles Convention Office: Washington, DC	Tokyo, Japan Hong Kong Australia New Zealand England	1984 Governor's Tourism Conference	December	None
ID	Idaho, the Great Get Away	None	None	State Tourism Conference	May	Out-of-state: 800-635-7820
IL	None	None	Brussels, Belguim San Paulo, Hong Kong Osaka, Japan [a]	Governor's Conference on Tourism	May	In-state: 800-252-8987 Out-of-state: 800-637-8560[aa] also: 800-223-0121[aaa]

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IN	Wander Indiana	None	Tokyo, Japan	Lt. Governor's Conference on Tourism	January/ February	In-state: 800-622-4464 Out-of-state: 800-858-8073
IA	Iowa, Come Explore the Heartland	None	Frankfurt, West Germany Hong Kong	Iowa Tourism Conference	October	None
KS	Ah! Kansas Coming Alive Ah! Kansas 125 & Coming Alive *	None	None	Governor's Conference on Tourism	May	None
KY	Oh! Kentucky! . . . Just a Little Bit of Heaven!	None	None	Spring Travel Conference Fall Travel Conference	March & October	800-225-TRIP In- and Out-of state
LA	Louisiana, A State of Excitement	None	None	Governor's Conference on Tourism	April	Consumer: 800-231-4730 Travel Industry: 800-535-8388
ME	The Great Escape	New York City (shared with other N.E. States.)	None	Governor's Conference on Tourism	October	None
MD	Capture A Maryland Memory	None	None	Governor's Tourism Conference	October	800-331-1750 Operator 250
MA	The Spirit of Massachusetts is the Spirit of America	New England Vacation Center, New York City	London, in cooperation with the Mass. Port Authority	NA	NA	800-624-MASS (nationwide)
MI	YES MICHIGAN	Chicago	Brussels, Belgium Tokyo, Japan	Governor's Conference on Tourism	April	In-state: 800-292-2520 Out-of-state: 800-248-5700 Seasonal information: (recordings) In-state: 800-292-5404 Out-of-state: 800-248-5708
MN	Explore Minnesota	None	None	Governor's Conference on Tourism	December	In-state: 800-652-9747 Out-of-state: 800-328-1461
MS	None	None	None	Governor's Conference on Tourism	Fall	In-state: 800-962-2346 Out-of-state: 800-647-2290
MO	Wake Up to Missouri	None	Japan Germany	Missouri Tourism Conference	October	None
MT	Montana Naturally Inviting!	None	None	Governor's Conference on Travel	May	Out-of-state: 800-548-3390
NE	Nebraska . . . Discover the Difference	None	None	Annual Governor's Travel Industry Conference	February	In-state: 800-228-4307 Out-of-state: 800-742-7595
NV	Nevada's Got It. Come and Get It	None	None	Governor's Conference on Tourism	November	None
NH	Bring the Family	New England Vacation Center, New York City	None	New Hampshire Travel Council Annual Governor's Conference on Tourism	during National Tourism Week each year in May	Out-of-state: 800-258-3608 *
NJ	New Jersey and You. . . Perfect Together	None*	Canada	Governor's Conference on Tourism	Spring	None

GENERAL PROMOTION

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NM	New Mexico USA, Land of Enchantment	None	None	None	NA	Out-of-state 800-545-2040
NY	I Love New York	None	London, England Toronto, Canada Montreal, Canada Tokyo, Japan	I Love New York Tourism Conference	April	800-CALL-NYC *
NC	Variety Vacationland	None	None	Governor's Conference on Travel & Tourism	Late April	800-VISIT NC
ND	We Have A Place for Yo	None	None	Governor's Conference on Tourism	May	In-state: 800-472-2100 Out-of-state: 800-437-2077
OH	Ohio...the Heart of it all	None	Belgium Japan	Ohio Travel Association Conference (Private sector)	October	National: 800-BUCKEYE
OK	On to Oklahoma! America's Frontier Lake State	None	None	Governor's Tourism & Recreation Industry Conference	Late February	800-652-OKLA
OR	Oregon - You're More than Welcome	None	None	Governor's Tourism Conference	During the Fall	Out-of-state: 800-547-7842
PA	You've Got A Friend in Pennsylvania	None	United Kingdom Germany France Mexico Japan	Governor's Conference on Travel	September	Consumers: 800-847-4872 Trade only: 800-237-4363
RI	America's First Resort	New England Vacation Center, NYC	Antwerp, Belgium	Governor's Conference on Tourism	October	Out-of-state: 800-556-2434 *
SC	Smiling Faces -- Beautiful Places	None	Frankfurt, W. Germany Brussels, Belgium	South Carolina Governor's Conference on Travel	February	None
SD	Feel Free Again in South Dakota	None	None	Governor's Tourism Conference	Late January	In-state: 800-952-2217 Out-of-state: 800-843-1930 Fish & Snow: In-state: 800-952-2217 Out-of-state: 800-445-3474
TN	We're Proud of Our Country. Tennessee	None	None	Governor's Conference on Tourism	September	None*
TX HWYS	Texas -- The Friendship State	None	None	Texas Travel Counselors Conference	April	None
TX TOUR	Just How Big is a Texas Vacation?	None	None	Texas Conference on Tourist Development	September	None
UT	The Greatest Snow on Earth Best of the West	None	Brussels, Belgium Tokyo, Japan	Annual Governor's Conference on Tourism	March	None
VT	Vermont. A Special World	New York City	Montreal, Canada	None	NA	None
VA	Virginia. Exciting Times Every Time	New York City	None	Governor's Travel & Tourism Conference	Fall	800-VISIT VA
WA	See America's Other Washington -- The State	None	Tokyo, Japan	Team Washington Tourism Conference	October	In-state: 800-562-4570 Out-of-state: 800-541-WASH

GENERAL PROMOTION

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Official Name of Annual State Travel Conference	5. In what month is it normally held?	6. Toll-free Telephone Number for Travel Information inquiries
WV	Wild Wonderful West Virginia	None	None	Governor's Conference on Tourism	October	Out-of-state: 800-624-9110
WI	Escape To Wisconsin	Chicago	Frankfurt, West Germany	None	NA	800-ESCAPES*
WY	Big Wyoming -- Picture Perfect Wyoming Is What America Was Wyoming . . . A Natural Pleasure Wyoming. . . Trails Through Time	None	None	Wyoming Governor's Conference on Tourism	May	Out-of-state: 800-443-2784
AS	Come Share Our World	None	Sydney, Australia	None	NA	None
CM	The Western Pacific's Exciting New Star	None	Tokyo, Japan Germany	None	NA	None
GU	Gateway to Micronesia	Fort Wayne*	Tokyo, Japan Taipei, Taiwan Aachen-Kornelimunster West Germany	ASTA, PATA, Pow Wow	PATA - March ASTA - November PowWow - May	800-348-0842
VI	American Paradise	San Juan New York Miami Washington, DC Chicago Los Angeles	Toronto, Canada London, England Frankfurt, Germany Copenhagen, Denmark	None	NA	None

State	7. Additional Comments
AR	* This is operated by the Arkansas Industrial Development Commission. Our primary goal is the placement of foreign manufacturing concerns in Arkansas. It also deals with agricultural product sales and occasionally with tourism promotion.
CA	* We endorse the Western Tourism Conference, sponsored by the Western Association of Convention & Visitors Bureaus.
CT	* We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion under auspices of New England Governor's Conference and a continuing effort to attract movie and television program production. Establishment of CT Film Commission by state legislature and employment of director of film location services. $3 million additional support for CT tourism promotion by 15 municipal tourism districts.
GA	* We participate in, but do not sponsor Georgia's Governor's Tourism Conference.
IL	* These offices are primarily used for international trade; tourism involvement is limited. ** Regional: Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio, Tennessee, Wisconsin. Also have special 800 number for special promotions. *** This number for brochures on Illinois attractions.
KS	* Kansas is celebrating its 125th birthday into Statehood during 1986.
LA	Both numbers are for out-of-state callers only.
MD	For tourist inquiries only.
MA	* Most owned/operated by city/town Chamber of Commerce ** Includes: Maine, New Hampshire, Vermont, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, District of Columbia, Delaware, West Virginia and Virginia.
MI	Out-of-state WATS can be used by residents of Connecticut, District of Columbia, Delaware, Illinois, Indiana, Iowa, Kentucky, Maine, Maryland, Minnesota, Missouri, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Dakota, Tennessee, Vermont, Virginia, West Virginia and Wisconsin.
NH	* For Maine, Vermont, Connecticut, Massachusetts, Rhode Island, New York and New Jersey only. This telephone, as well as a 24-hour taped toll number (603-224-2525) is currently used to give events of the week in New Hampshire. In autumn, it gives status of the foliage statewide and in winter, ski conditions are given -- all on 24-hour tape. In the event of a gas crisis, we go live part of the time and give gas availability for New Hampshire.
NY	* Massachusetts, Connecticut, Vermont, Maine, New York, Pennsylvania, Maryland, Ohio, Washington, DC.
NC	Toll-free number is accessible in the continental United States, plus in Canada during Canadian advertising campaign.
OH	800-BUCKEYE, our toll-free travel information number serving the 48 continental United States, was expanded in April 1984 to meet the needs of the state's "Ohio. . .The Heart of It All" campaign. A major component of this year's advertising campaign, the OhioPass '85 Coupon Book, created a record-breaking 120,025 calls for the month of June, an 85% increase over the same period in 1984. Calls for the month of May totaled 107,680, a 79% increase over the same period in 1984. The Buckeye Action Response Center is equipped with trained travel counselors and personal computers (CRT's) dispensing information on every Ohio attraction including directions, admissions, hours of operation and additional details. The number of phone lines have been increased from 15 to 20 to accommodate the Center's expansion and consumer demand. Callers may receive along with the OhioPass '85 Coupon Book, a Getaway Travel Planner, Calendar of Events, an Ohio map, and any other requested collateral material produced by the private sector at no cost. Hours of operation are: Monday-Friday 8AM thru 9PM, and weekends 9AM thru 6PM.
OK	The toll-free number is for the states of Arkansas, Colorado, Kansas, Missouri, New Mexico, and Texas (except area code 512). The telephones are manned during office hours providing traveler information and answering responses to our advertising campaigns.
RI	* Maine through Virginia except Rhode Island.

GENERAL PROMOTION

State	7. Additional Comments
SC	* A toll-free number is used for an out-of-state television advertising campaign during the spring.
SD	South Dakota maintains a special toll-free number for fishing and snow information.
TN	We do have two "Vacation Planning Specialists" who receive all the travel information calls. Our specialists have traveled the entire state and know every attraction and facility in Tennessee, making it easier to fulfill each traveler's vacation needs. We will be introducing a toll-free number in 1985-86.
WI	* Covers Wisconsin and surrounding states of Minnesota, Michigan, Northern Illinois and Iowa.
GU	Contact: Mr. Mike Musto, 2612 Woodward Avenue, Ft. Wayne, IN. Representative Offices: China Expreas (Taiwan) 68 Chung Shan Nt. Rd. Sec. 2, Taipei, Taiwan — Tlx: (785) 23651 Representative: Mr. Philip Niu — Phone: (886) 571-6585 Dr. Dudder Reisen Korneliusmarkt 10 D-5100 Aachen-Kornelimunster West Germany — Tlx: 8329715 Representative: Dr. Heinz-Dietrich Dudder — Phone: 02408/20 48

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. Is Majority of Publicity Directed Out-of-State?	3. Name of Published Newsletter	4. Frequency Newsletter Published	5. Number of Press or Travel Writers Tour Conducted in 1984	6. How Many were planned for 1985?
AL	Judy Salter Editorial Director	Yes	Alabama Travelgram	Quarterly	6	12
AK	Bill Marchese Information Officer	Yes	Alaska Travel Today	Bi-monthly	52	45
AZ	Steve Tripp Director, Public Relations	Yes	Arizona Evergrand	Quarterly	75	80
AR	Tyler Hardeman Editorial Director	Yes	None	NA	7	8
CA	Sharon Smith-Hanagen Communications Manager	Yes	News from the Office of Tourism	Quarterly	5	5
CO	Kristin Murphy Publicity Director	50/50	Colorado Newsletter	Monthly	10	10
CT	Barbara Beeching Public Information Officer	Yes	None	NA	2	4
DE	Catherine Wheeler Frankie Miller	Yes	Travel Industry News	Monthly	10	12
DC	Thomas Murphy	Yes	None	NA	3	4
FL	Rene Welti	Yes	None	NA	30	18
GA	Hanna Ledford Director	Yes	None	NA	80	95
HI	V. G. "Jerry" Panzo Director, Public Relations	Yes	Hawaii Profile	Monthly	10	10
ID	Carl Wolfe	Yes	NA	Bi-monthly	1	1
IL	Lynda Simon	(50/50)	None	NA	4	to be determined
IN	Elaine Ervin Deputy Director	Yes	Tourism Newsletter	Periodically	1	2
IA	Phil Thomas Director	No	None	NA	None	3
KS	None	No	Ah, Kansas Coming Alive!	Every other month	1	2
KY	Jim Carroll Media Coordinator	Yes	None	NA	None	None
LA	Charley Fisher Dawson Corley	Yes	None	NA	16	19
ME	Don Bumpus	Yes	Maine Tourism Quarterly Review	Quarterly	0*	0*
MD	Frank Kelly Information Officer	Yes	Maryland Travel Scene	Monthly	27	32

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State	1. Name of Public Relations or Press Information Officer	2. Is Majority of Publicity Directed Out-of-State?	3. Name of Published Newsletter	4. Frequency Newsletter Published	5. Number of Press or Travel Writers Tour Conducted in 1984	6. How Many were planned for 1985?
MA	Lauren Hackett	50/50	None*	NA	NA**	NA**
MI	Al Sandner Director of Communication	Yes	Travel Michigan	Quarterly	60	250
MN	Bonnie Richter Communications Manager	No	Minnesota Travel News	Monthly	6	6
MS	Ginger Croce Media Relations Coordinator	Yes	NA	NA	1	1
MO	Steve Kappler Public Information Officer	No	Missouri	Monthly	6	6
MT	Julie Davies Publicity Coordinator	Yes	None	NA	12	13
NE	Cindy Evert Public Information Officer	No	Nebraska Economic Developments (NED)	Monthly	3	3
NV	Richard Moreno	Yes	Nevada's Got It	Quarterly	2	2
NH	Ann Kennard Assistant Director Public Relations	Yes	New Hampshire Travel Council Newsletter*	Quarterly	2	Not Available
NJ	Amy Collins Director, Public Information Mark Black	No	NJ Byline	Quarterly	6	5
NM	Mike Pitel Travel Writer/ Editor	Yes	Enchanted New Mexico Style	Monthly	3	4
NY	Bern Rotman Director, Bureau of Communi-cations	50/50	Commerce Newsletter	Monthly	15	20
NC	Don McLean Travel Editor	Yes	North Carolina Travel Report	Quarterly	Not Available	Not Available
ND	LaRue Laub Special Projects Coordinator	Yes	North Dakota Travel News	Quarterly	2	4
OH	Jan Pariser Public Relations Manager	35%	The Buckeye Line	Quarterly	1	3*
OK	Lynette Lambert Adv./Promotions Manager	No	Oklahoma Tourism News	Quarterly	3	5
OR	Frank P. Howard Information Services Manager	Yes	Oregon Welcome Matters	Quarterly	8	6
PA	Vacant	Yes	Between Friends	Bi-Monthly	0	2
RI	None	Yes	Ded-Line	Quarterly	3	4
SC	Cherie Had Manager of National News & Information	Yes	S.C. Travel Talk	Quarterly	10	12

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. Is Majority of Publicity Directed Out-of-State?	3. Name of Published Newsletter	4. Frequency Newsletter Published	5. Number of Press or Travel Writers Tour Conducted in 1984	6. How Many were planned for 1985?
SD	Jan Clark Editor	Yes	None	NA	15	20
TN	Don Wick Director of Information Services	No	Traveler	Bi-monthly	3	2
TX HWYS	Richard H. Pierce Editor Tourist Literature	No	Texas Travel Log	Monthly	None[a]	None[a]
TX TOUR	O. C. Garza Chief of Media Relations	No	Newsletter of the Texas Tourist Development Agency	Monthly	2	3
UT	Position now vacant -- will be filled	Yes	Utah Traveler	Quarterly	10	10 - 12
VT	Russell Smith Information Officer	Yes	No	NA	1[a]	1[a]
VA	Martha W. Steger	Yes	Virginia	Monthly	30	40
WA	Tom Stilz	Yes	Washington Update	Every other month	10	10
WV	Becky Kimmons Information Representative	Yes	None	NA	2	2
WI	Gary Knowles	No	Escape to Wisconsin	Quarterly	11	11
WY	Kathy Carley News and Information Manager	Yes	Travelog	Monthly	6	8
AS	Pierre Clemens	Yes	None	NA	None	None
CM	None	Yes	Marianas Visitors Bureau Newsletter	Quarterly	35	45
GU	Dorothy M. S. Perez	No	Hafa Adai Update	Monthly	20	40
VI	Joanne Lechleiter Director, Public Relations	Yes	None	NA	105	120

PRESS AND PUBLIC RELATIONS

State	7. Additional Comments
AL	The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabama and Alabamians may realize the full potential of tourism's contribution to the state's economy and its quality of life. Tourism-related businesses during 1984 generated in excess of $3.3 billion within the state, making it Alabama's largest single industry and providing employment for more than 72,000 Alabamians. The bureau's continuing development of tourism will result in more jobs for Alabamians, a more flourishing state economy, and the upgrading of cities, townships, and tourist sites throughout the state. The bureau's record setting rate of return on investment in 1984 -- $2.9 million invested -- generated $3.3 billion in economic impact.
AR	Annual promotion tours or "blitzes" are held by the Department of Parks and Tourism in conjunction with the Arkansas Tourism Development Foundation. These are either bus or plane trips to a city considered key in the Arkansas travel market. A reception and/or dinner for media people, travel agents, tour brokers and community leaders is a main feature along with personal calls on many of these people.
CA	Office coordinates FAM tours for media upon request. Media FAM tours will be part of public relations firm functions. We have acquired a Public Relations Firm: Manning, Selvage & Lee, Inc.
CT	Normally, we recruit travel writers from the eastern half of the United States.
DE	We bring in travel writers individually for the most part.
IL	Lynda Simon, Managing Director, works with Public Relations agency to disseminate information on tourism promotions and special events and advertising campaign news releases.
ME	* Maine does custom tours for scores of individual journalists. No group FAMs planned in 85-86.
MA	* Newsletter is in planning stages. ** Several planned in conjunction with tourist councils.
MI	Much of the bureau's press and public relations energies in 1984 and 1985 are directed to planning and promoting the 1985 convention of the Society of American Travel Writers--the organization's first meeting in the United States in six years and the first on the mainland since 1975. In 1984 the bureau revamped its outdoor and travel press mailing lists, expanding it nationwide. The state hosted the largest-ever (more than 625 participants) convention of the Outdoor Writers of America in 1984--which generated scores of Familiarization tours reflected in the tour statistics. The number planned for 1985 reflects tours by Society of American Travel Writers members.
MO	As budget allows, the Division of Tourism is expanding its press and public relations staff/services.
NH	* The newsletter is published by the New Hampshire Travel Council, of which we are a member. We are able to place pertinent information in the newsletter which is circulated for all firms and organizations involved in New Hampshire tourism, including the New Hampshire legislature. Rather than formalized FAM trips (except for international writers) we try to meet the needs of individuals or groups setting schedules and timing to meet their individual needs. Following recommendations from private industry, an assistant director position became a publicity position, with full-time work on press relations, publicity and Film Bureau work. The Office of Vacation Travel conducts a "Top of New England" FAM tour with the State of Vermont each spring for tour operators from throughout the US and Canada. The Office of Vacation Travel is an active participant in the private industry organization New England USA Foundation (NEUSA), which promotes New England in the domestic market outside our regular state-budgeted markets, and in the international market.
NY	We retain public relations firms in New York and London. An extensive collateral program is produced in-house.
OH	A public relations program has been developed to support and maximize the efforts of the major marketing campaign, "Ohio...The Heart Of It All!" The free media plan developed includes a speakers bureau, media relations on an ongoing basis to television and radio stations around the state and the contiguous states to Ohio, a travel writers program including scheduled familiarization tours, photography and travel feature story availability. A travel writers manual will be available in the Spring '85. Videotapes are also available with the state's new tourism theme song. The public relations portion of the marketing program is coordinated in tandem with the paid media exposure. An aggressive travel writers program has been developed to familiarize writers with the diversity of travel opportunities available in Ohio. Ongoing familiarization (FAM) tours will take place throughout the year to showcase Ohio as "the heart of it all." An ongoing relationship has been developed with both in-state and out-of-state electronic and print media to support our paid advertising in those markets. Press kits are available for travel writers and other media outlets at all times. High-quality photographs are available for the majority of travel attractions around the state. Videotapes of Ohio promotional materials also exist. We supply three feature stories a month about destinations and events in Ohio. Mailing lists are maintained for all media contacts. Speakers trained to discuss Ohio's attractions are available with free brochure materials to accompany the discussion. Free Media Blitzes are conducted quarterly on statewide, regional, and national levels. 75 to 100 electronic and print media interviews are conducted monthly. * There are three group travel writer tours, plus numerous indirect press tours.

State	7. Additional Comments
OK	Media support of the department's programs has always been excellent. A successful N.C.S.A. program has been initiated with the Oklahoma Association of Broadcasters, and public service announcement frequency has increased dramatically. A similar program with the Press Association is underway. News releases and a quarterly newsletter are produced by the department, and programs for expanding the length and frequency of feature articles produced for statewide and regional publication have already been initiated. FAM tours for regional and national travel writers are planned during 1985-86.
SD	A key effort of South Dakota tourism is hosting outdoor and travel writers, AAA councelors, tour operators; and a new emphasis is being placed on conventions.
TN	In addition to standard news releases, the Tennessee Department of Tourist Development also produces a weekly camera-ready travel article concerning an area, attraction, city or event. Designed primarily for newspaper use, the 51 articles produced by the department during the 1984 calendar year were used by 154 different publications in 21 states and Japan.
TX HWYS	• See separate response of the Texas Tourist Development Agency.
VT	• Handled by private sector through matching grant program.
WA	Emphasis on feature story submission and supplying of print collaterals and visual aids to tour wholesalers, tour operators and travel writers; help with itinerary planning and arrangements.
CM	The Managing Director coordinates the activities for public relations.

RESEARCH

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		
				4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
AL	Judy Salter Editorial Director	No	Dr. James W. Adams Department of Mktg. & Transportation Auburn University (NA)	None	None	$35,000.00
AK	Mary Klugherz Marketing Coordinator	No	None	None	GMA Research Corporation Field Research Corporation The McDowell Group The DiJoseph Co.	$184,500 $ 38,900 $225,000 $ 27,500
AZ	Jane McVay Statistical Research Analyst	No	None	None	2	$50,000
AR	Charles McLemore Travel Research Director	Yes	None	None	University of Arkansas Little Rock	$20,000
CA	Tiffany Bousselcub Senior Development Specialist, Tourism	No	No	Office of Economic Research, Dept. of Commerce	U.S. Travel Data Center	$11,000
CO	None	NA	None	None	Agency Contacts/ USTDC	$200,000
CT	Travel Director, CT Dept. of Economic Development	No	New P.R. Agency will participate in research. Entire program being expanded.	NA	None	NA
DE	Doug Clendenial DDD staff member	Yes	None	None	US Travel Data Center	$3,200
DC	None	NA	None	None	None	NA
FL	Barry E. Pitegoff Director of Marketing Research	Yes	None	None	Rife Market Research Miami, FL Total Research, Princeton, NJ Market Facts, Washington, DC McGraw Hill New York, NY	$94,600 $39,500 $54,800 $34,000
GA	Gary Womack Advertising Manager	No	None	None	Davidson-Peterson & Associates	$41,000
HI	Evelyn K. Richardson Director of Research	Yes	None	Greg Barbour Tourism Office Dept. of Planning & Economic Dev.	None	NA
ID	None	NA	None	Alan Porter Senior Program Analyst	None	NA
IL	Wally Bierman	Yes	None	None	None	NA

RESEARCH

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		
				4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
IN	NA	NA	Prof. Lee Kruel Purdue University Dr. Morton Marcus I.U. Dr. Roger Staugh I.U.P.U.I. Total cost: $100,000	None	Purdue University I.U. Center for Survey Research	$20,000 $17,500
IA	Nancy Landess Travel Researcher	No	None	None	None	NA
KS	None	NA	Interns only	Ed Riemann Chief, Economic Analysis Section KS Dept. of Economic Development	None	NA
KY	James A. Carr Assisting Director Marketing & Advertising	No	None	None	None	NA
LA	None*	NA	None	None	US Travel Data Center Harrison Price Study	$200,000*
ME	Will Richard	Yes	NA	NA	US Travel Data Center	$70,400
MD	Vacant	No	None	None	US Travel Data Center	$17,500
MA	Daniel Yaeger	No	University of Massachusetts	None	None	$179,000
MI	David Morris	No	Michigan State University	Margo Schmidt Michigan Dept. Transportation	Ross Roy Inc.	NA
MN	Ingmar Sollin Industrial Economist	Yes	None	None	None	NA
MS	None	NA	None	None	US Travel Data Center Gulf South Research Institute	$ 2,000 $ 50,000
MO	George Lanning Management Analyst	No	None	None	Martell & Assoc. Springfield, MO University of MO University of MO	$14,000 $4,000 $7,500
MT	John Wilson	No	Economic Impact Study Bureau of Business and Economic Research University of Montana ($17,000) Montana State University Marketing Research ($27,033)	None	None	$49,000
NE	None	NA	None	Dr. Thomas R. Doering Deputy Director Research Division Nebraska Dept. of Economic Development	None	NA
NV	Stephen B. Richer Director	No	NA	NA	None	NA

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		
				4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
NH	Director, OVT, and part-time interns from UNH	Yes	Larry Gustke Univ. of N.H.	None	TRASS (Travel Research and Statistical Services)	$30,000 OVT $30,000 Matching Grants Program All $60,000 to TRASS at UNH
NJ	Rich Treichler (Intern)	No	None	Division of Economic Research	Awarenes Study, FRC Research, NY USTDC	$25,000 $25,000
NM	John B. Adams Sr. Program Officer Dale Romero	No	None	None	US Travel Data Center DEG&H	$ 6,000 $12,000
NY	Craig Wakefield Tourism Marketing Analyst	Yes	None	None	Davidson-Peterson Associates, New York, NY Economic Research Associates Center for Survey Research, Univ. of Wisconsin	$250,000 (TOTAL)
NC	Charles Heatherly Director	No	None	None	Michael Sullson Consultant	$10.000
ND	Terry Harzinski Assistant Tourism Director	No	Don Klenow North Dakota State University ($3,000)	None	US Travel Data Center	$9,000
OH	Cary King	No	None	Jack Brown Manager Ohio Office of Research	Clark/Jones Columbus, OH	$250,000 (1983-85) (Biennium) $100,000 (1985-87)
OK	Jim Bell Information Center Coordinator	No	Dr. Ed Webster Oklahoma State Univ. ($6,500)	None	US Travel Data Center	$21,600
OR	Frank P. Howard Information Services Manager	No	Several faculty members ($1,000)	Laila Cully Manager - Business Information Division OEDD	None	NA
PA	David Shih Chief of Market Research & Development	Yes	None	None	Ketchum Advertising Pittsburgh, PA	¢102,000
RI	John Iemma	No	Tim Tyrell University of Rhode Island ($23,000)	None	None	NA
SC	Peggy Smith Assistant Director	No	None	None	US Travel Data Center Metro Mark - Columbia	$25,000
SD	None	No	None	None	USD School of Business	$10,000
TN	Peggy Harding Research Analyst	Yes	None	None	US Travel Data Center	$56,881 1985-86 Research Budget
TX HWTS	Doris Howdeshell Assistant Director Travel Services	No	None	None	None	NA

RESEARCH

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		
				4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
TX TOUR	Phil Davis Assistant Director Ben F. Holub, Jr. Travel Information Specialist	No	None	See Texas State Highways Dept.	US Travel Data Center Pannell, Kerr, Forster NYC, Houston Promark San Antonio	$28,300 $43,000 $33,000
UT	None	NA	None	None	None	NA
VT	George Donovan Chief of Research	Yes	Malcolm Bevins University of Vermont (NA)[8]	None	None	NA
VA	Jule Bolio	No	Office works with several universities and colleges in State	None	None	NA
WA	David B. Tanner Research Analyst	Yes	None	None	US Travel Data Center	$10,000
WV	None	NA	Pat Goeke Project Manager West Virginia Univ. ($15,000)	None	None	NA
WI	Rae Van Wyhe	No	None	Randall Wade Director, Bureau of Research Dept.of Development	UW-Survey Research Lab, Center for Survey & Marketing and Center for Survey and Marketing Research UW-Parkside Kenosha, WI	$25,000 (Paid by Department of Development but not out of Tourism budget.)
WY	None	NA	Dr. Clynn Phillips Associate Director Water Resources Div. Univ. of Wyoming ($3,000)	Industrial Development Chief, Dept. of Economic Planning & Development	None	NA
AS	Philip Langford	No	None	None	None	NA
CM	Priscilla Torres	No	None	None	None	NA
GU	Vivian Indalecio Promotions Officer	No	None	None	None	NA
VI	James Pobicki Director, Policy, Planning & Research	No	No	No	Benchmark Associates	$51,000

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
AL	Travel research is measured via visitor volume at welcome centers, tourist attractions, state parks, visitor surveys & travel related business receipts at restaurants and hotels.	Educating others on tourism industry: its impact on each Alabamian, thereby increasing funding base to allow additional promotion.	Yes	Creation of a joint Alabama legislative travel & tourism caucus March 1982.
AK	In FY84/85 Alaska implemented an on-going Visiter Statistics Program. This will provide continuous data on visitor volumes, arrival modes, demographics, expenditures, and opinions. This research is supplemented by media advertising conversion studies, geographic response analyses, market segmentation research, and collateral effectiveness research.	High transportaion costs, competition from foreign destinations caused by favorable exchange rates, misperceptions concerning Alaska as a destination with broad appeal.	NA	
AZ	Report covers number of tourists coming to Arizona on a quarterly basis and their expenditures.	None	No	
AR	Tourist Information Center (TIC) Survey of every 24th travel party registered at each TIC. Monthly preparation of "Eight Indicators". Monthly summary of advertising inquiries.	The economy and a lack of recognition tourism as a major economic force in the state.	No	
CA	We monitor air arrivals, vehicle traffic, park & attraction attendance, hotel occupancy rates.	Economic factors	In progress	
CO	Our travel research relates to visitation figures from national parks, recreation areas, mounuments, state owned museums, major trade associations, etc.	The major problem of funding seems to have been solved. Now the problem is just organization and future planning.	Yes	
CT	We keep a count of visitors volume at our welcome centers, both hourly and by category, of questions asked. We are also surveying leading vacation destinations. We also keep a car-count at highway toll-booths by week and month Mem. Day thru Labor Day, and keep records of WATS line calls.	Massive budget increases in nearby states, plus strength of dollars spent by Americans abroad.	Yes	We keep a tally of inquiries on our 2 WATS-line numbers and conduct a conversion study of mail & phone inquiries to actual visits.
DE	We monitor hotel occupancy, museum & state park attendance. Also, we conduct highway vehicle counts & maintain a tax collection data.	We will soon be in dire need of additional highway facilities, particularly east-west routes to the beaches. Delaware also needs additional convention facilities & more private recreational facilities attractive to out-of-state visitors.	Yes	
DC	Limited research with USTDC to determine number of travelers coming to D.C.	Limited budget for consumer awareness campaign to dispel misconceptions about D.C.	No	
FL	Our ongoing travel research monitors the magnitude & characteristics of Florida's visitors. We also commission special marketing research studies which explore ways to increase Florida's tourism.	Developing new origin markets.	Yes, Marketing Plan	
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attendance, travel industry sales receipts & tax revenues generated by travel.	Budgetary limitations with regard to visitor information center maintenance, advertising, tour development & field representatives.	Yes	

RESEARCH

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
HI	Basic Data Surveys: inflight passenger information forms distributed to incoming passengers from USA, Canada & Japan. Visitor Opinion Surveys: mail out questionnaires soliciting satisfaction information, socio-economic profile & trip planning data of American & Japanese visitors. (Write to research dept. for a brochure)	Reconciling need for additional employment & economic opportunity in Hawaii with local residents' desires & aspirations concerning lifestyle/quality of life in Hawaii. Also, there exists problems related to the impact of energy supplies & cost on distant price-sensitive markets.	Yes	
ID	Origin destination data.	Lack of destination identity.	Yes	
IL	Expenditure & origin/destination studies: advertising effectiveness studies; surveys at welcome centers, selected major conventions & trade shows & multilingual interviews at O'Hare Intl. Airport; hotel/motel tax receipts; economic profiles; development of a computerized data base for new research information.	Tourism in on the rise in Illinois. If the economy continues to maintain good growth, tourism should also profit.		
IN	PULSE - Purdue University Lodging Statistical Effort PURSE - Purdue University Restaurant Statistical Effort PAR - Purdue Attractions Report Purdue Festivals Report ICSR - IN Campgrounds Survey Report Economic Impact Analysis Origin-destination Analysis Socio-economic Profile Evolutionary trend Analysis	Capital financing for development and infrastructure expansion	Proposed	
IA	Interview surveys are conducted at information centers asking for origin, destination, party size, spending, etc. We also surveyed selected travel attractions during the summer.	Market research indicates Iowa has no image in the tourism marketplace. The state is thought to be strictly agricultural with no tourism available.	Yes	
KS	We conduct surveys at Welcome Centers and survey the results of out-of-state ad campaigns	The economy, inflation & lack of state funding for promotion	Under consideration	
KY	Field survey of travel businesses; toll-free telephone system; mail information system; follow-up interviews with respondents to advertising; travel barometer (monthly) of sample of travel businesses.	General economic conditions in combination with lack of capital for investment.	No	
LA	We conduct visitor surveys & visitor counts at our information centers. We will be initiating an in-house research section with a staff of two, who will be hired and established during FY 85-86.	Continuing problem of maintaining fiscal survival in the wake of dwindling state revenues.	Yes	*Recently approved addition of staff is two (2) for a "Research Section" funded from our recently dedicated liquor tax fund. We anticipate spending about $200,000 annually for this section, including salaries, equipment, travel, and research purchases.
ME	We conduct resident and non-resident surveys (both telephone and self-administered) as well as industry surveys. Conversion studies and surveys at information centers planned for 85-86.	Maine has one of the lowest tourism appropriations of the 50 states.	Yes	
MD	We monitor visitor volume at welcome centers & certain attractions around the state & conduct conversion study every 2 years. We monitor all ad responses, do personel surveys at information centers & at all consumer shows we attend.	Lack of education on the part of the private sector & the legislature as to the importance & value of tourism to the economy of the state.	No	
MA	We collected & analyzed data by county concerning visitors length of stay, expenditures, tax receipts, attributable to travel & travel generated employment. Also visitor psycographics & demographics over a period of 5 years. Highway information surveys.	To better coordinate public and private travel services.	Yes	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
NJ	Motor vehicle counts are acquired from the roadway authorities when necessary. Other efforts are in the initial stage. Dept. of taxation receipts. Count of tourists recorded at Tourist Welcome Centers	Image-awareness of general public to state's slogan, theme line & commitment to tourism.	Yes	
NM	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national & state parks & monuments, selected attractions, welcome centers, employment & tax receipts.	Lack of coordination and communication between & among industry groups & planning entities.	Yes	Weekly reports are made by mail & phone inquiries. These are broken down by which ad or travel story stimulated the inquiry.
NY	A "Travel Activity Index" composed of VMT, thruway traffic, hotel/motel occupancy, etc, is compiled by the Division of Research & Statistics. Annual Advertising Effectiveness/Market Share Survey.	Energy, fragmented industry, strength dollar VS. foreign currencies, increased competition from other travel destinations. High cost of capital (interest rates), media costs (inflation), lack of a current comprehensive tourism development plan, inadequate staff levels.	Yes	*Extensive research is used from other states agencies, particularly the state office of Parks, Recreation and Historic Preservation. Dept. of Environmental Conservation.
NC	None		Yes	
ND	None	Lack of available capital to develop many of the tourism-related areas of the state.	No	
OH	$100,000 Tourism Market Research Study for the 1985-87 biennium. Internal research on-going.	Lack of a state tourism policy to define goals and responsibilities, and to serve as a coordinating mechanism. In need of a more effective communications system between state and all private sector groups.	Development Plan.	
OK	We have developed a random sample questionnaire to survey our visitors at information centers. A follow-up survey is done after the travelers have returned home from the trip. A conversion study is conducted from a random sample of advertising inquiries.	Lack of a major travel destination, our image nationally, and economic conditions.	Yes, Annual Marketing Plan.	More primary market research data is needed.
OR	Annual research projects include a detailed survey of the vacation behavior of respondents to state travel ads, a tourist interview Survey at state welcome information centers and a Travel Barometer trend evaluation based on quarterly comparisons of visitor counts from selected tourist attractions.	Increased competition from other destinations, lack of destination facilities in some areas.	Yes	
PA	Our data gathering projects include: yearly tracking survey study, a quarterly travel barometer survey, a quarterly survey of second level responses, daily counts of visitors at the Information Centers and traffic courts, and state park attendance records.	Fluctuating economy.	Yes	
RI	Cooperative continuing travel research study with University of Rhode Island. Monitoring economic impact of tourism in general and specific events. Forecasting model being developed this year.		Yes	
SC	Continuous monitoring of traffic through 10 welcome centers. Compilation of a confidential monthly industry barometer. Also: Economic Impact Conversion Studies, Visitor Surveys, Monitoring of Welcome Center Activities.	Economic conditions	No	
SD	Presently building data base computer programs to analyze business volume, visitations, economic impacts of travel spending & employment.	Distance from major markets. Seasonality of business.	No	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
MI	Michigan Travel Activity Monitoring System. Activity indicators to monitor travel. Indicators used: traffic counts, highway information centers, bridge crossing, downhill skiing, state parks, lodging, attractions & hotel/motel tax revenue. We are in the process of establishing a Great Lakes Travel Monitor. The Monitor is a quarterly survey of Great Lakes resident travel behavior attitudes and opinions.	Competition from other States & Canada.		
MN	We collect data on attendance at state parks, other public facilities & attractions. Quarterly surveys are conducted of inquiries received by the Office of Tourism.	Capital needs for small business, as well as more sophisticated marketing resources & advertising programs at the local and regional level.	Yes	
MS	We count the amount of traffic that comes through our welcome centers.	Economic stress, energy cost and current advertising program budget. Economic stress and budget limitations due to fiscal crunch.	No	We use figures published by USTDC.
MO	We survey each travel party that visits our welcome centers. This is done on forms which can be read by computer, & printouts are generated monthly.	The Division of Tourism's budget, although increasing, continues to lag behind the national average for state travel offices. A more competitive budget remains our primary need.		
MT	Conversion studies. Ongoing market research. Periodic surveys of accomodations, attractions, airports, etc.	Distance from major population centers, lack of low-cost transportation to state. Canadian currency exchange rate.	Yes	
NE	Monthly, highway traffic counts are obtained. Annually, the numbers of persons contacted by information personnel at highway rest areas are tallied, as are attendance figures from Nebraska attractions. Annual surveys are also made of nonresidents making mailed requests for travel information. Biennially, data is gathered from commercial lodging establishments for production of a Nebraska hotel-motel directory.	Lack of awareness of Nebraska's attractions among both residents and non-residents, and shortage of entrepreneurs in travel and tourism.	Yes	
NV	Utilize research of Las Vegas Convention Authority, Reno Convention Authority & other state departments.	More competition in gaming and tourism in general	Yes	The 1983 legislature substantially increased the annual budget and formed a commission on tourism which would encompass the division of tourism and Nevada Magazine. The 7 member, private sector commission will be chaired by the Lt. Governor. For fiscal 1984, major budget & policy decisions will be made by this commission.
NH	Motor vehicle counts are conducted by the Highway Dept. Visitor volume is counted at White Mts. Visitors Center in Lincoln/North Woodstock, only. Visitor origin is reported by Chambers of Commerce visitor information booths. In addition, expenditure and origin/destination surveys have been developed for an ongoing survey program. These surveys are conducted periodically with additional information requested, such as, activity, how long stay, which media, number of people in party, age category and family income. We keep track of mail and telephone requests for vacation literature. A permanent research program titled Travel Research and Statistical Services (TRASS) has been instituted with University of New Hampshire System.	Lack of mass transportation & gasoline prices. NH is an auto-dependent state. Long-range planning of effects of development on coastal and lakefront properties; adequate infrastructure to handle increased number of cars.	Being developed.	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
TN	Attractions across the state are surveyed for trends in activity on a monthly to quarterly basis. We also monitor monthly revenue data for tourism related businesses, airline and highway activity, lodging trends and convention activity. We tabulate information gathered at the Tennessee Welcome Centers, including guest registration, vehicle counts and hotel reservations made through the Welcome Center reservation system, operational since June 1983. A profile of travelers stopping at the Welcome Centers is developed through analysis of the guest registrations. Advertising response and information requests are also tabulated.	Lack of awareness of the economic impact of tourism as the state's second leading industry in terms of revenue generated.	Yes	
TX HWYS	We conduct surveys of auto visitors, monitor traffic counts & tourist bureau visitor counts.	Refer to Texas Tourist Development Agency response.	Refer to Texas Tourist Dev. Agency response	
TX TOUR	See Texas State Highways Dept. response.	Continuing consumer preference for purchase of "Big Ticket" items rather than travel; more modest wage gains limiting discretionary spending ability; ongoing difficulty persuading legislation of need for more competitive marketing resources.	No	
UT	A travel research project is being considered at this time.		No	
VT	We do a monthly survey of travel businesses as well as regularly monitoring traffic counts, border crossings, gas & liquor sales, recreation, room & meal taxes.	Economic instability, need to develop more saleable packages by private sector; public awareness of VT as a prime destination, dollar exchange with foreign currencies.	No	*Not under contract.
VA	We monitor visitor volume at welcome centers & conduct travel data projects to obtain periodic visitor surveys, business receipts & several others. We also have installed Touch & Go Information Systems which include Survey capability.	Increased competition from other destinations.	Yes	Work continues to extend plan into long-range development.
WA	Inquiries breakdown, VIC traffic counts, attractions attendance, highway traffic counts, border crossings, ferry traffic, airport arrivals, state & national park attendance, accommodations inventory, gross business receipts, taxation, revenue and employment data, VIC surveys, conversion studies.	Lack of designated state promotion funds and underdeveloped tourism plant; lack of long-term, sustained commitment to comprehensive development program; lack of recognition of economic impact of tourism and role of state in tourism promotion and development.	Yes	
WV	We compile tourist data through traffic counts & registration at information centers & through surveys of lodging reservations.	Lack of recognition by state government (all branches) as a major industry. Lack of separation between tourism and industrial development budgets cause inability to lobby for increased funds.		
WI		Financing for facility development due to high interest rates. Unavailability of long term fixed rate capital.	Yes	
WY	Visitor center counts are made at state information centers in Cheyenne, Jackson & Sheridan. Gate counts are made at Yellowstone National Park, Grand Teton National Park, Laramie National Historic Site, Devils Tower National Monument, Fossil Butte, Flaming Gorge & Bighorn Canyon National Recreation areas. Also, a quarterly Travel Barometer is done for us by Dr. Clynn Phillips, Univ. of WY.	The general lack of public transportation networks.	No	
AS	None	The distance one has to travel to get here. Also, there is limited accommodation available. There is limited air service to the territory.	No	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
CM	On-going voluntary surveys are conducted among arriving passengers, through attachment on Customs Declaration Form CS 1350. Final results are currently being tabulated. In addition, we are compiling data from Immigration Form 958. We also conduct an annual 1% sampling survey by citizenship.	The insufficient airlines seats between Saipan & Japan which is our major market, coupled by insufficient hotel hotel rooms in Saipan.	Yes	
GU	We conduct a visitors survey each month. A form is given to each passenger on airlines & ships to fill out. Each one is then fed into the computer & the results are given to us at the end of each month.	At the present, we have insufficient airline service between Japan & Guam & will be in need of more hotels once more airline service is provided."	Yes	"Infrastructure in Tumon resort area is saturated. Need for additional hotel rooms. Need to adopt Territorial Tourism Dev. Plan. Visa waiver legislation needed for tourist purposes (there is no open door between Guam & mainland US, entry rules into Guam can be relaxed without risking illegal entry into the mainland). Need to separate local tax system from federal code (mirror tax system) to simplify the local tax system as an incentive for foreign investment.
VI	Hotel Occupancy Survey; Air & Sea Visitor Arrival Data; Visitor Exit Survey (airports & cruiseship docks); Tourism Industry Employment (Hotels, Gift Shops, Restaurants, Air Transportation).	Completion of Airports expansion program. Increasing costs for promotion.	None	

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-round	3. Average Number of Employees per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1984.	5. Additional Comments.
AL	7 permanent 1 mobile	8	6 full-time 2 part-time	1,978,426	
AK	1 state operated	1	1 full-time 3 seasonal	132,000	The state funds and operates only one Visitor Information Center directly. However, approximately 20 community sponsored Visitor Information Centers across the state receive matching grant monies to help fund their operations.
AZ	None	NA	NA	NA	
AR	9 permanent	9	3 full-time	818,513	At the present time, three or more Tourist Centers have been authorized for construction.
CA	250*	241	NA	NA	*We have not done an inventory as to all the local Visitor Information Centers operated by Convention & Visitors Bureaus, Chamber of Commerce, etc. in CA. May be around 250.
CO	None	NA	NA	NA	Just appropriated $1,000,000 for construction of first 3 centers. First phase of construction includes 8 sights to be completed by 1989.
CT	14 permanent	7	2 full-time (seasonal)	485,000	Our welcome centers are unmanned from the day after Labor Day to the Friday before Memorial Day. Added 1 permanent and 2 mobile center during 1983 season.
DE	5 permanent	5	3	2,300,000 (Smyrna area only)	The Tourism office does not pay for operation, maintenance, or staffing since each center is built and operated as a separate project. Some are run by Chambers of Commerce or convention and visitors' bureaus. The Delaware Tourism Office measures the quality of service, training, and supplying of brochures.
DC	1 permanent	1	2 full-time, plus volunteers	180,000	
FL	7 permanent	7	8 full-time	3,200,000	Number of welcome centers include 5 on major highways entering state, 1 on inter-coastal waterway, & 1 at state capitol.
GA	12 permanent	12	94 full- and part-time	10,331,335	
HI	None	NA	NA	NA	
ID	None	NA	NA	NA	
IL	6 permanent	1	3 part-time	Unknown	During FY1982 we projected the opening of two new port of entry Welcome Centers. A total of 12 centers are to be developed over a 7 year period by the Dept. of Transportation. All will be staffed by Office of Tourism and 90% of the centers will be port of entry centers.
IN	35 (5 under construction)	15	None*	Unknown	*No personnel, just literature racks on highway, local info. centers, 1 per center.
IA	7 permanent	None	2 full-time	205,000	
KS	3 state owned 3 state subsidized	6	4 full-time	198,000	1 new center to be completed in Spring, 1986.
KY	5 permanent	5	4 full-time	930,855*	*Number who registered at welcome center information desks. This is a small proportion of the total number of visitors who stopped at the centers.

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-round	3. Average Number of Employees per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1984.	5. Additional Comments.
LA	11 permanent	11	3 full-time	2,968,345	
ME	2 on line 2 to open in 1986	2	2 full-time 1 part-time	607,157	This report reflects only those centers for which the State has responsibility. Many others are operated by the Maine Publicity Bureau.
MD	9 permanent	9	3.5 full-time	1,124,928	
MA	6 centers	3	2 full-time	600,000	
MI	11 permanent 4 planned	11	4 full-time 4 part-time	1,973,252	Welcome centers are operated by the Department of Transportation.
[illegible]	8 permanent	6	1 full-time 4 part-time	1,507,668	
MS	9 permanent	9	4 full-time	1,500,000	
MO	6 permanent	6	3 full-time 3 part-time	653,745	A 7th welcome center was opened in October, 1983 at our new office in Jefferson City. It is not a highway center; it is located in the new Truman Building in Jefferson City.
MT	None	NA	NA	NA	
NE	25 permanent rest areas; 24 operational	1	2 full-time (summer months only)	164,000	In 1982 the number of Vacation Guides was reduced by 10 and the method of tabulation was changed. Total count reflects 10-week summer program & only visitors who talked with the Guide were counted. Influence potential & quality of contact was emphasized.
NV	None	NA	NA	NA	
NH	16 permanent	9	2 full-time (2 shifts)	Unknown	A new rest area is planned for the town of Littleton. It is in the design stage now.
NJ	12 permanent	12	2 part-time	Unknown*	Statistical data reporting as of FY '86.
NM	5 permanent	5	3 full-time 1 part-time	442,360	
NT	8 permanent	2	1 full-time 1 part-time	Unknown	
NL	8 permanent	7	4 full-time 1 part-time	6,000,000	
ND	5 permanent	None	4 full-time (summer)	77,200	
OH	9 permanent	0	4	300,000	Travel Information Centers are owned, maintained, and staffed by the Ohio Department of Transportation. Staff are trained by the Office of Travel and Tourism, and literature distribution is provided by the Tourism office.
OK	12 permanent	12	3 full-time 2 part-time	1,100,089	Information provided herein pertains only to state operated welcome centers. Several Chambers of Commerce throughout the State of OK operate tourism information centers. Data is not available from these centers.
OR	6 permanent	None	2 full-time	269,049	

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-round	3. Average Number of Employees per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1988.	5. Additional Comments.
PA	8 permanent	8	3 full-time	474,759	
RI	2 permanent 1 mobile	1	1 full-time 4 part-time	NA	
SC	10 permanent	10	4 full-time	4,884,410 (Jan. - Dec.)	
SD	12 permanent	None	36 full-time (seasonal)	173,178	
TN	10 permanent	10	11 full-time	3,084,835 vehicles[a]	Welcome Centers now open 24 hours/day year-round. [a]We count vehicles rather than people.
TX HWYS	12 permanent	12	4.9 full-time	3,064,125	
TX TOUR	NA[a]	NA	NA	[a]	[a]See separate Highway Department response.
UT	5 permanent	5	3 full-time	Unknown	[a]We also have 18 rest area information sites.
VT	3 permanent	3	2 full-time 2 part-time	628,600	
VA	10 permanent	10	4 full-time 1 part-time	2.8 million	
WA	2 permanent 4 seasonal	2	4 full-time	216,000	Washington State visitor information centers are not operated directly by the state tourism office. Rather, they are operated through personal service contracts with the local Chambers of Commerce and visitors & convention bureaus at selected border locations. Locations and number may vary from year to year; sites are usually provided by Dept. of Transportation.
WV	8 permanent	8	2 full-time 2 seasonal (June-August)	1,974,165	
WI	7 permanent (plus 1 in Chicago, IL & 1 in Madison, WI)	4 (plus Chicago & Madison)	2 full-time 3 part-time	1,938,477	
WY	3 permanent[a]	3	2 full-time 1 part-time	339,000[aa]	[a]Of the 3 centers owned by the state, only the one in Cheyenne is operated by state employees; the other 2 (Jackson & Sheridan) are operated by the Chambers of Commerce & are not included in these figures. [aa]Includes visitor counts at state-owned centers only. The counts for Jackson & Cheyenne are included in this figure & are kept year round. Visitor count at Sheridan is from June 15 to Sep. 1 only.
AS	1 for cruise-ship arrival.	1	3 full-time	75,412	
CM	None	NA	NA	NA	
GU	None	NA	NA	NA	Main office is related to Tumon Bay. As a result, visitor center in the same area is no longer in operation.
VI	6 permanent	6	3 full-time	Unknown	

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